

THE REPORTER OF

# Direct Mail

advertising

A stylized black silhouette of a city skyline with several skyscrapers of varying heights. Each building has a vertical line of small white squares representing windows. The buildings are arranged in a row, with the tallest one in the center. Text boxes are placed within the buildings or next to them.

MASA-DMAA  
OCTOBER 6-13  
HOTEL STATLER  
NEW YORK

How To Keep  
A List Up  
To Date • 33

Operation  
Loudmouth  
• 38 •

A  
Funny  
Thing  
Happened  
on the  
Way to  
the  
Water-  
works  
• 36 •

How To Start a  
Magazine • 43

Shopping  
Guides—  
Big  
Business  
Getting  
Bigger  
• 40 •



**WHO?...WHERE?...WHAT?...**

**YOUR DIRECT MAIL LIST IS IN THE PONTON CATALOG!**



**PONTON LISTS ARE COMPILED  
BY IBM ELECTRONIC EQUIPMENT  
FOR MORE THOROUGH COVERAGE OF  
ACCURATE LISTINGS. FULL SELECTION  
ELECTRONICALLY CONTROLLED.**

Complete from A to Z... a compendium of professions, trades, manufacturers, wholesalers, dealers, agents, income brackets, vocations, home owners, hobbies... over 12,000 alphabetically classified lists.

United States or foreign... it pin-points the list for you to find your prospects... Open new markets, or expand existing ones... find virgin research areas... even locate lost customers. Whatever your need, if the list can be compiled on the basis of available and substantial evidence, it is in the PONTON CATALOG or we will build one for you with PONTON SELECTIONS. The PONTON LIST guarantees comprehensive area coverage... electronic selection to eliminate human error... instantaneous compilation. When we act as your direct mail department, every detail is ours from addressing to mailing.

PONTON has available 115 million names... carefully and accurately set-up to include both individual and business names.

**PONTON**

**knows your prospects... BY NAME!**

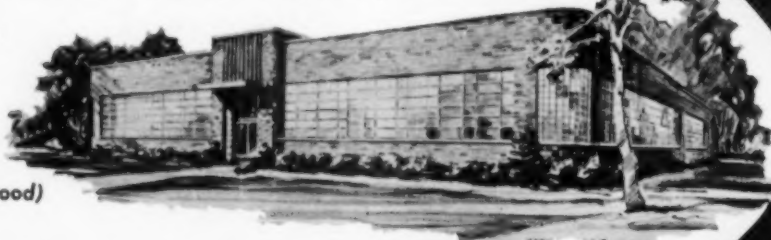
**W. S. PONTON, INC.**

Sales Office and Production Plant  
44 HONECK STREET, ENGLEWOOD, N. J.

New Jersey Phone:  
LOwell 9-5200

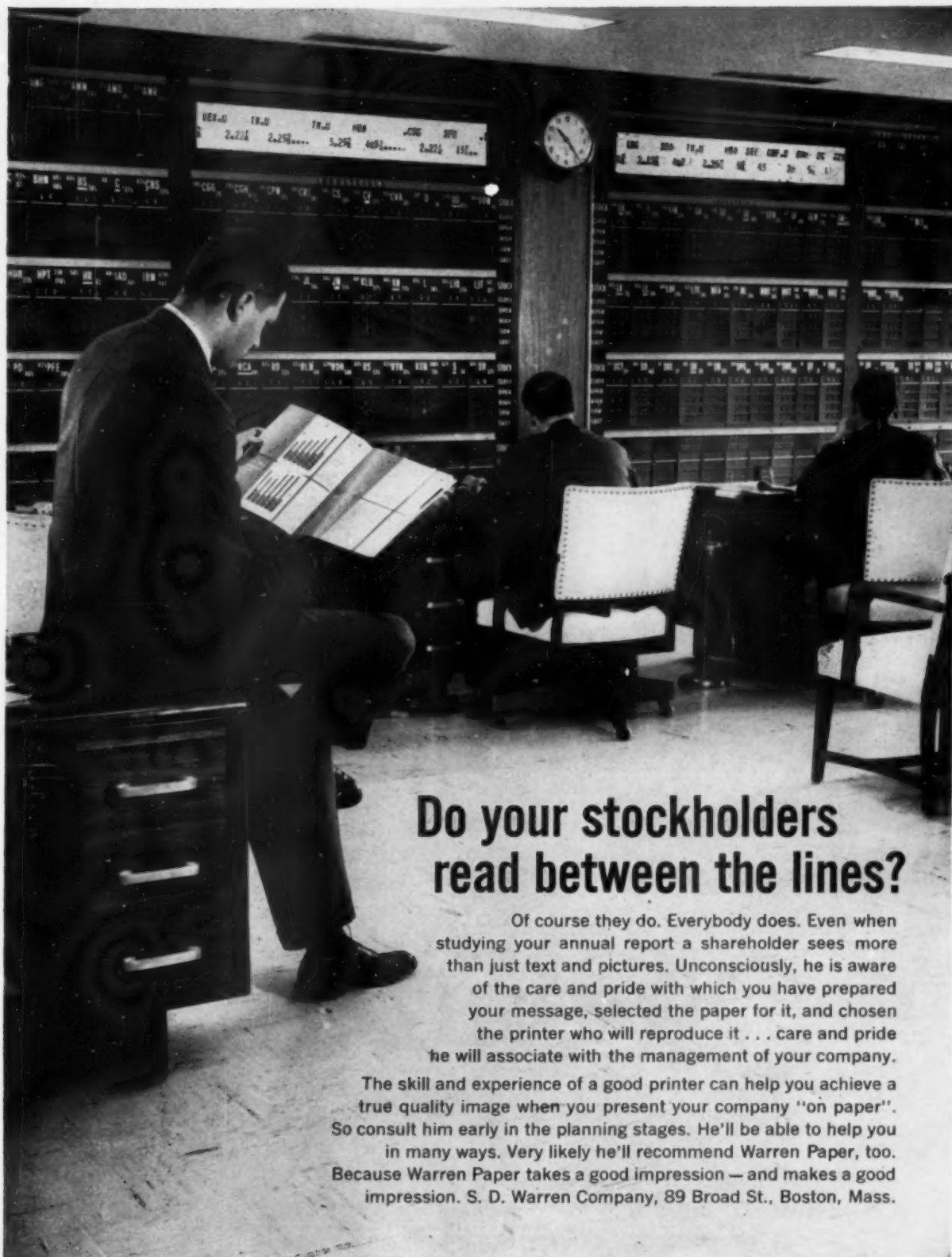
New York Phone:  
MUrray Hill 7-5311

(direct connection to Englewood)



See You  
in New York  
at the  
"MASA"  
and  
"DMAA"  
Conventions





## Do your stockholders read between the lines?


Of course they do. Everybody does. Even when studying your annual report a shareholder sees more than just text and pictures. Unconsciously, he is aware of the care and pride with which you have prepared your message, selected the paper for it, and chosen the printer who will reproduce it . . . care and pride he will associate with the management of your company.

The skill and experience of a good printer can help you achieve a true quality image when you present your company "on paper". So consult him early in the planning stages. He'll be able to help you in many ways. Very likely he'll recommend Warren Paper, too. Because Warren Paper takes a good impression — and makes a good impression. S. D. Warren Company, 89 Broad St., Boston, Mass.



**printing papers make a good impression**



An aerial, black-and-white photograph of a suburban neighborhood. The image shows a dense grid of streets and houses. A prominent, winding road cuts through the center of the neighborhood, creating a curved path through the grid. The houses are small, uniform in style, and closely spaced. The overall impression is one of a well-planned, organized community.

**CAMPAIGNS  
DELIVER**





## A LIST OF 52 MILLION BUYING FAMILIES!

*Want to reach "all" these families?*

*Want to reach any part of them—  
to suit your product profile  
or marketing strategy?*

# BY DONNELLEY YOUR MARKET!

**THE EXCLUSIVE DONNELLEY NATIONAL FAMILY LIST** is far more than a mere re-listing of various published directories. It is a mail-oriented list designed to fulfill two main objectives: first, to provide you with *pin-point coverage* of any economic group or geographical area; second, to make certain that, once you've matched areas with your product profile, *you get full coverage* of the areas you select.

This Donnelley National Family List includes segments of our population frequently missed, such as unlisted phone subscribers, non-phone-owning apartment dwellers, new suburban home-owners, rural families with numbered post office box addresses, and many others. *Only Donnelley* has the huge force, in plant and in field, required to keep such a list up to date, to eliminate duplications, to hold the number of undeliverables to a minimum.

The success of any mail couponing or sampling campaign is largely determined by the accuracy and comprehensiveness of the list used, as hundreds of Donnelley direct mail successes prove. So, whether you want to introduce a new product or promote an established one, you can depend on Donnelley to get the job done—with maximum efficiency . . . at minimum cost.

Whether you need addressing and mailing only, or a complete planning-creative-production-mailing service, write or phone your nearest Donnelley office. Find out how a campaign by Donnelley can deliver *your market!*

### THE REUBEN H. DONNELLEY CORPORATION (Direct Mail Division)

- 2000 York Road, Oak Brook, Hinsdale, Ill.
- 4632 Santa Monica Blvd., Los Angeles 29, Calif.
- 230 East Sandford Blvd., Mt. Vernon, N. Y.



**PROTECT**  
*your merchandise*  
*with this low-cost,*  
*fast-handling*  
**Mailing Bag**



Assure your mailings full protection at low cost! Save packing time, too. Corro-Bags, in a wide variety of standard sizes, have their cushioning protection built in — no shredded fillers to add weight and spill out. Easy to fill, can be stapled or taped closed. These all-purpose mailing bags replace shredded-filler bags, die-cut sheets, custom packaging. For size range of samples, write Dept. R.

**Sherman**  
**PAPER PRODUCTS COMPANY**

156 Oak Street, Newton 64, Mass.  
 2245 W. Pershing Rd., Chicago 9, Ill.

DIVISION OF **St. Regis**  
PAPER & CHEMICAL

THE REPORTER OF  
**Direct Mail**  
 advertising

Volume 24  
 Number Six  
 October, 1961

**DEPARTMENTS**

- 14 MASA-DMAA CONVENTION SCHEDULES
- 18 SHORT NOTES
- 61 UPGRADING LETTER COPY—*Paul J. Bringe*
- 64 REED-ABLE COPY—*Orville Reed*
- 71 THE COMPANY EDITOR—*James McAdam*
- 78 POSTAL ROUNDUP
- 80 DMAA NEWS
- 85 NAMES IN THE NEWS
- 86 SOURCES OF SUPPLY
- 89 FRONTPORCH SCUTTLEBUTT—*Henry Hoke, Sr.*

**FEATURES**

- 33 HOW TO KEEP A LIST UP TO DATE—  
*John Yeck and Jack Maguire*
- 36 A FUNNY THING HAPPENED ON THE WAY  
 TO THE WATERWORKS
- 38 OPERATION LOUDMOUTH
- 40 SHOPPING GUIDES—BIG BUSINESS GETTING BIGGER—  
*Peter S. Fischer*
- 43 HOW TO START A MAGAZINE
- 45 ANOTHER LOOK AT MAIL ORDER FRANCHISES
- 47 OUTSTANDING HISTORICAL ART CAN BE INEXPENSIVE—  
*Burt Kaufman*

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THE REPORTER OF DIRECT MAIL ADVERTISING



# *Backed by Experience*

Would you like to add a thoroughly experienced mailing list procurement department to your staff, without a cent of expense?

Our staff is constantly locating new lists, and adding them to those we already can make available to you on a one-time use rental.

Just let us know your list requirements, and we will be glad to do work of locating lists for you... at no expense to you.



## GEORGE BRYANT & STAFF

71 Grand Avenue  
Englewood, N.J.



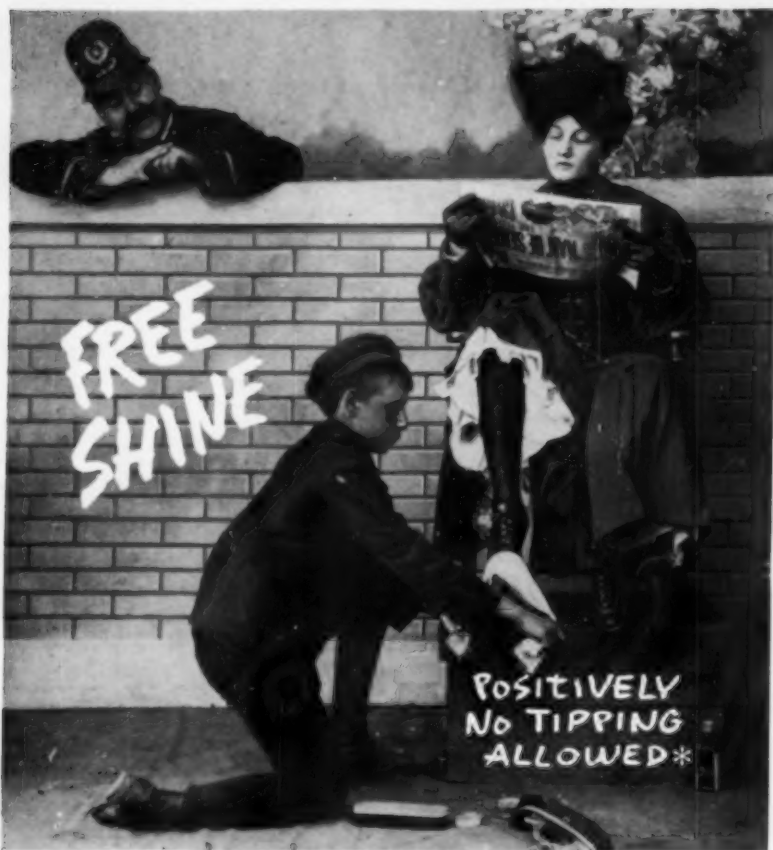
Phones  
Englewood—LO 7-3200  
New York—MU 8-2651

Member of National Council of Mailing List Brokers

## BETTER QUALIFIED TO SERVE YOU

George Bryant, M. J. Maher and Peter Koeppe... all three of us will be attending the DMAA Convention. We'd enjoy talking with you.





*\* But take a tip from everyone in direct mail who wants to*

- Pull more answers per mailing
- Lower the cost per answer
- Get fast on-time delivery

Switch to

*Ansa-letter*



Visit our Booth and let us brighten your shoes, your spirits and your direct mail

**DMAA CONVENTION BOOTH #91**

*Ansa-letter*

*completes the circle ... from you to prospect and back to you!*

*Ansa-Letter is a division of Latham Process Corp.*

**200 HUDSON STREET, NEW YORK 13, N.Y., WOrth 6-4500**

NEW ENGLAND REGIONAL OFFICE — WEST HARTFORD, CONN. — PHONE AD 2-7228  
SOUTH-WEST REGIONAL OFFICE — OKLAHOMA CITY, OKLA. — PHONE WI 2-4830

# DMM

*the magazine of  
business promotion*

#### PUBLISHING OFFICES

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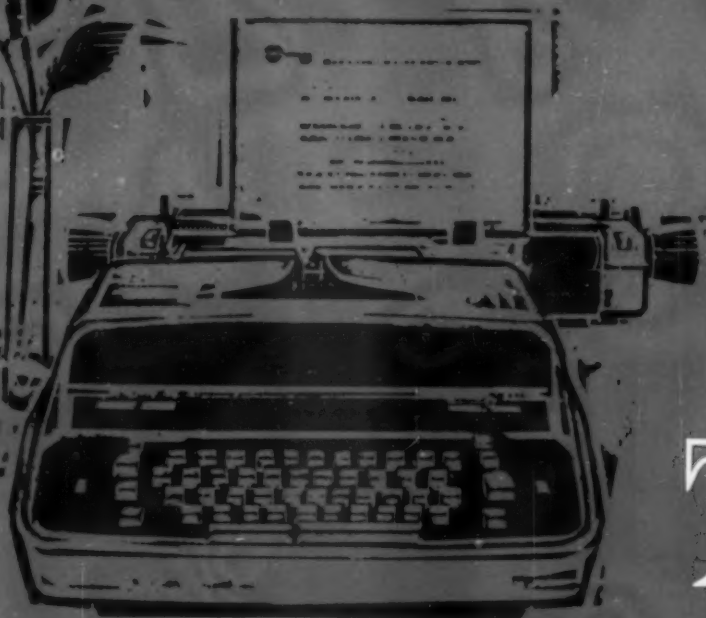
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# TODAY, YOU AND KIMBERLY-CLARK ARE VERY BIG IN THE OFFICE, TOO



... with the *complete* line of Kimberly-Clark business papers. Cotton fiber and sulphite grades—mimeos, bond and offsets. Ledgers, index and vellum bristols. Duplicators, postcard stock and envelopes, too. You'll be hearing more and more about Kimberly-Clark business papers... *using* more and more Kimberly-Clark business papers. Be big around the office *now*. Prove for yourself that it's the line with the right paper for every office use. Call your paper merchant for Kimberly-Clark business papers, wrapped in ready-to-run sizes.



**Kimberly-Clark**



# how much do you want to **cut** your selling cost?

You have a choice? Well, practically so — if you use direct mail on a proven professional basis as a back-up for the activities of your salesmen.

By using direct mail to obtain sales leads you cut out the wasteful cost of hit-or-miss cold selling. You can precondition prospects. You close more sales. And often the unit of sale can be higher.

Dickie-Raymond clients include many who depend upon direct mail for the lifeblood of salesman activity — sales leads. For some we get leads in high volume — to give salesmen more "exposures." For others leads are deliberately limited to a select few.

Direct mail is also used to introduce new products, to probe new markets, to fill in for salesmen in areas where prospects are few or sales coverage thin. The whole objective being of course to make personal salesmen more effective. That's how you make your selling cost go down.

There is probably no service company more experienced in the application of direct mail as an adjunct of the salesman. If you'd like to discuss the ways and means of using this medium to up *your* sales and down *your* costs, telephone us, with no feeling of obligation. Or write for a new booklet fully describing this unique service.

#### D-R Clients are the Growing Companies

AETna Life  
Air Express  
American Airlines  
American Siskraft  
Comm. of Puerto Rico  
Eastman Kodak - Industrial  
Edison Voicewriter

Factory Mutual  
G-E Air Conditioning  
General Time - Stromberg  
International Silver  
New York Stock Exchange  
Pan American Airways  
Pitney-Bowes

Plymouth Cordage  
Recordak Corporation  
Sylvania Electric  
United Business Service  
United States Envelope  
Wall Street Journal  
Zippo Lighters

## DICKIE - RAYMOND

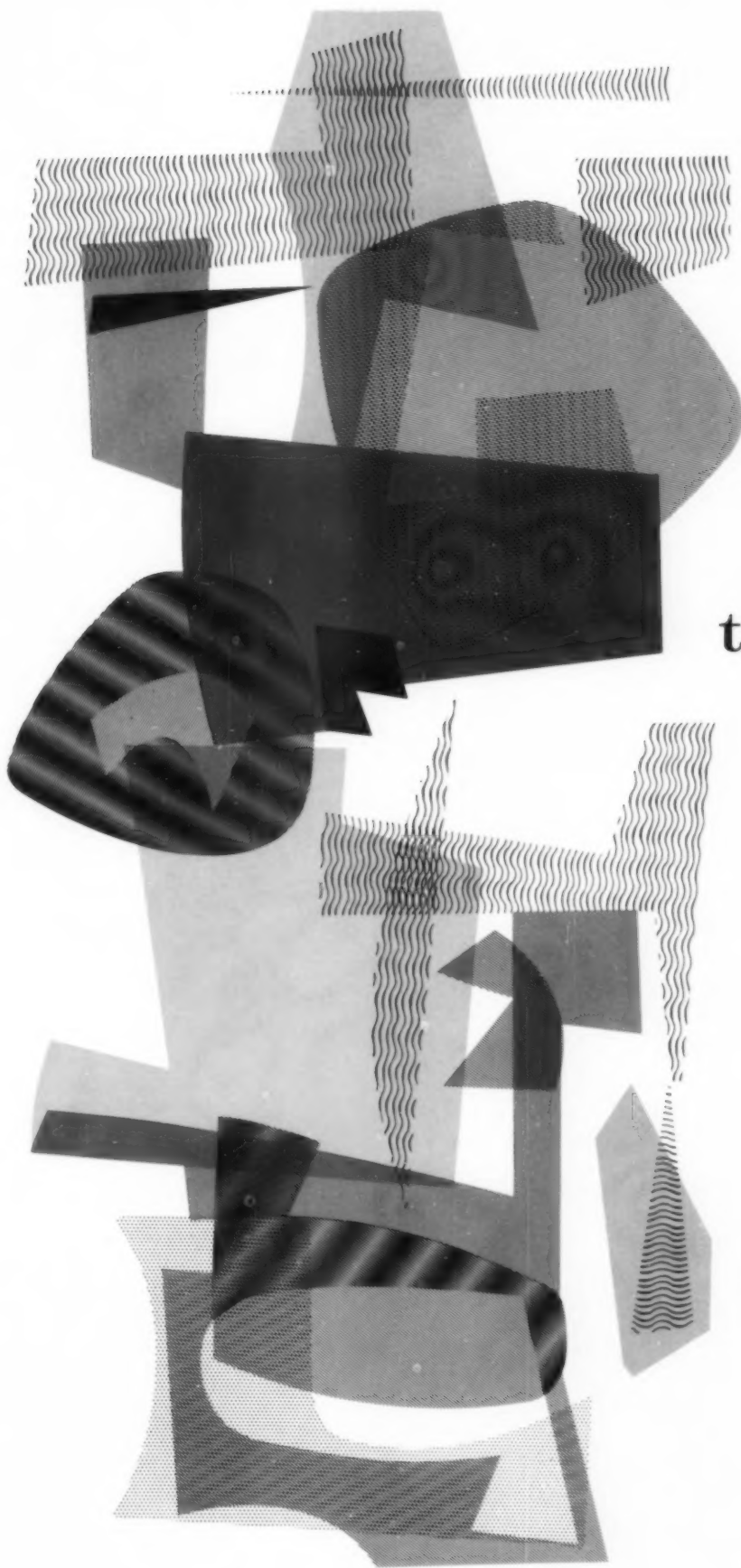
SALES PROMOTION COUNSEL • DIRECT MAIL ADVERTISING

New York: 225 Park Ave., MU 6-2280

Boston: 470 Atlantic Ave., HA 6-3360

— OUR 40th YEAR OF EXPERIENCE —



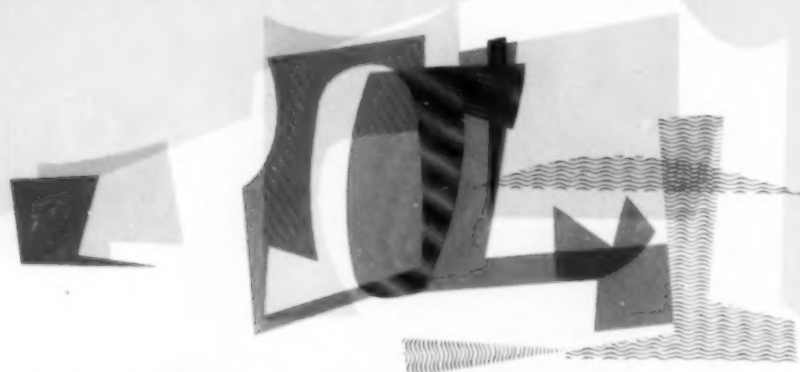


the **1** bond  
that...



... does so many things for you

... just as the screens, halftones and other  
printing effects you use every day



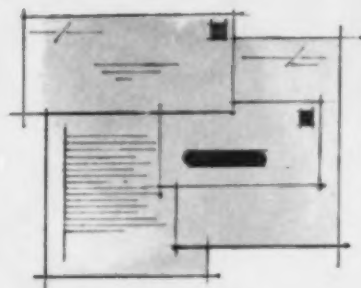
# wausau bond

(a genuine watermarked sulphite bond)

## Remarkably versatile

Wausau Bond is a beautifully textured, all-virgin fiber  
sheet that you can standardize on with complete  
confidence . . . for a multitude of printing requirements.

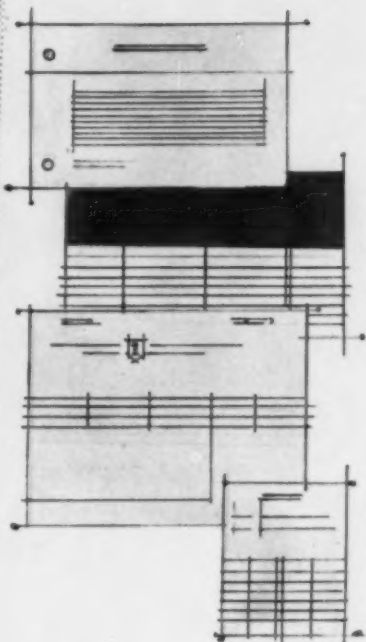
It lies flat, feeds well, dries quickly,  
and its uniform surface faithfully reproduces on  
letterpress or offset. Your choice of brilliant white  
or 11 handsome colors. Standard sizes . . . plus  
ream-wrapped, precision-cut  $8\frac{1}{2}$  x 11 and  
 $8\frac{1}{2}$  x 14 office paper sizes.



remarkably  
**VERSATILE**  
for  
LETTERHEADS  
and  
ENVELOPES

With the wide selection  
of Wausau Bond weights,  
finishes, rich whites,  
and colors you can  
create the exact  
letterhead effect needed  
for virtually any  
purpose . . . whether  
in the business or  
professional office,  
commercial establish-  
ment, civic or  
community  
organization. Meets  
every requirement  
for typing, pen and  
pencil, erasing,  
and folding. Makes  
a superior quality  
impression, at a  
practical price.

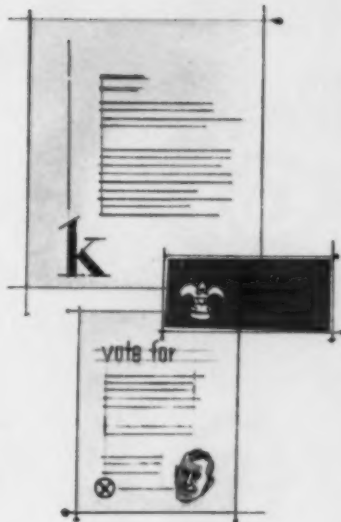




remarkably  
**VERSATILE**  
for  
**BUSINESS  
FORMS**

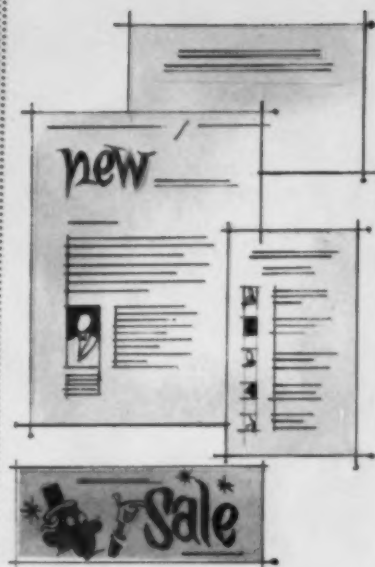
Single and continuous business forms alike are produced with crispness and authority on Wausau Bond. Use this practical, highly dependable sheet for invoices, purchase orders, inventory forms, interoffice memos, production orders, time reports, salesmen's reports, requisitions, and the like. Wide range of colors provides needed variation in multiple forms.

Consider, too, the extra efficiencies of obtaining Wausau Bond in precision-cut, ream-wrapped  $8\frac{1}{2} \times 11$  and  $8\frac{1}{2} \times 14$  sizes for your office forms' printing.



remarkably  
**VERSATILE**  
for  
**SPECIAL  
COMMERCIAL  
PRINTING**

Wausau Bond admirably meets the various needs for civic and community printed pieces such as school bulletins, church announcements, special drive letters, election leaflets, youth organizations' notices, and similar materials.



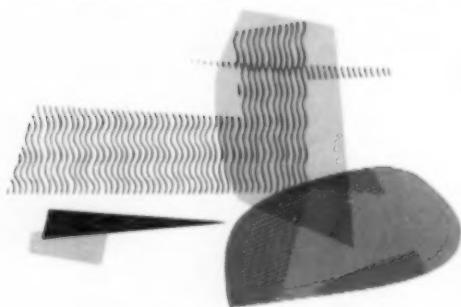
remarkably  
**VERSATILE**  
for  
**SALES AIDS  
and  
PROMOTIONAL  
PIECES**

Catalog pages, price lists, instruction sheets, announcements, sales bulletins, sales tips mailers, envelope enclosures and other direct mail pieces sparkle when printed on even-textured, rich-feeling Wausau Bond.

**Wausau\***  
**papers**

MADE WITH  
EXTRA CARE

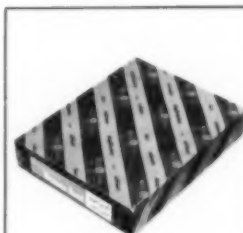




# wausau bond

... a genuine watermarked sulphite bond  
... reaches you perfectly mill-conditioned in its Humi-Pak  
waterproof and moisture-vaporproof wrapper. Stocked in sizes,  
weights, and colors shown below. Matching Wausau Bond  
envelopes in all commercial and official sizes available through your  
Wausau Distributor (samples on request).

Finish	Standard Sizes (grain underlined)	Substance Basis 17 x 22/500	Colors	Pertinent Data
Wove (Bond Finish)	17 x 22 17 x <u>28</u> 19 x <u>24</u> 22 x 34 24 x 38 28 x 34 34 x 44	13, 16, 20 24 (white only)	White Pink Canary Buff Goldenrod Blue Green	Minimum order: four (4) cartons of assorted standard sizes. One (1) carton orders accepted at slight upcharge
	17 x 22 17 x <u>28</u> 19 x 24 22 x 34 24 x 38 28 x 34 34 x 44	16, 20	Cherry Gray Ivory Russet Salmon	
	8 1/2 x 11 8 1/2 x <u>14</u>	13, 16, 20, 24 (white only)	White and all colors	Minimum order: one (1) carton of one standard size
Laid	8 1/2 x 11 8 1/2 x <u>14</u> 17 x 22 22 x 34	20, 24	White and Ivory	Same as above
Ripple	8 1/2 x 11 8 1/2 x <u>14</u> 17 x 22 22 x 34	20, 24		



**WAUSAU Office PAPERS**  
are precision-cut four  
sides and sealed in 500-  
sheet ream packages,  
wrapped in Humi-Pak  
moistureproof wrappers  
and shipped in colorful,  
"easy-to-open" and re-  
usable junior Zipper car-  
tons.

**SPECIAL SIZES AND WEIGHTS IN ANY FINISH:** Sizes: Minimum of 2,000 lb. with 10% upcharge  
for less than 5,000 lb. To be made when running specific grade. Weights: Minimum of 20,000 lb.  
to trim machine.

## DISTRIBUTED BY

Alexandria, La., Bancroft Paper Co.  
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Fort Wayne, Ind., The Chatfield  
Paper Corp.  
Fort Worth, Texas, Western Paper Co.  
Freeport, Ill., Arrow Paper Co.  
Galesburg, Ill., Wilson Paper Co.  
Galveston, Texas, Magnolia Paper Co.  
Grand Forks, N. D., Fargo Paper Co.  
Grand Rapids, Mich., Grand Rapids  
Paper Co.  
Great Falls, Mont., Great Falls Paper Co.  
Green Bay, Wis., Steen Macek Paper Co.  
Hartford City, Ind., The Chatfield  
Paper Corp.  
Hicksville, N. Y., Capstone Paper Co.  
Houston, Texas, Magnolia Paper Co.  
Huntington, West Va., The  
Chatfield Paper Corp.  
Indianapolis, Ind., The Chatfield  
Paper Corp.  
Jackson, Mich., The Union  
Paper & Twine Co.  
Jackson, Miss., Barefield Paper Co.  
Kansas City, Kan., Wyco Paper Co., Inc.  
Kansas City, Mo., B & J Paper Co.  
Kingsport, Tenn., The Chatfield  
Paper Corp.  
Los Angeles, Calif., Columbia Paper Co.  
Louisville, Ky., The Chatfield  
Paper Corp.  
Lubbock, Texas, Western Paper Co.  
McAllen, Texas, Magnolia Paper Co.  
Madison, Wis., Westport Paper Co.  
Mankato, Minn., Paper Service Co.  
Milwaukee, Wis., Reliable Paper Co.  
Sensenbrenner Paper Co.

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Nenah, Wis., Sawyer Paper Co.  
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New York, N. Y., Perkins-Goodwin Co.  
Oakland, Calif., Bayside Paper Co.  
Phoenix, Ariz., Grand Canyon Paper Co.  
Pine Bluff, Ark., Smith Paper  
Products Co.  
Pittsburgh, Pa., The Chatfield &  
Woods Co. of Pa.  
Portland, Ore., Paper Mills  
Agency of Ore.  
Providence, R. I., Roberts Paper Co.  
Rochester, N. Y., The Printers  
Supply House  
Rockford, Ill., Northland Paper Co.  
St. Louis, Mo., Shaughnessy-Kniep-Hawe  
Paper Co.  
St. Paul, Minn., Minnesota Paper &  
Cordage Company  
San Diego, Calif., Columbia Paper Co.  
Seattle, Wash., Paper Mills Agency, Inc.  
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Tyler, Texas, Western Paper Co.  
Visalia, Calif., Caskey Paper Co., Inc.  
Washington, D. C., Stanford Paper Co.  
Wausau, Wis., Paper Specialty Co.  
Winston-Salem, N. C., The Chatfield  
Paper Corp.

WAUSAU BOND • WAUSAU BOND ENVELOPES • WAUSAU Mimeo • WAUSAU DUPLICATOR • WAUSAU LEDGER • WAUSAU  
INDEX • WAUSAU TEXT • EVEREST TEXT • WAUSAU TEXT ENVELOPES • BROKAW OPAQUE OFFSET • BROKOTE • EXACT  
BOND • EXACT Mimeo • EXACT DUPLICATOR • EXACT LEDGER • REGISTER BOND • SPECIALTIES • AND WAUSAU'S  
COMPLETE LINE OF CUT-SIZE OFFICE PAPERS

**Wausau**  
**papers**

MADE WITH  
EXTRA CARE

**WAUSAU PAPER MILLS COMPANY**

**at BROKAW, WISCONSIN**

PRINTED IN U. S. A. PS12 40M 960

\*TRADE-MARK



# A SCRIPTOMATIC ADDRESSING SYSTEM...

**KEEPS  
CUSTOMERS**

**IN  
THE  
PALM  
OF  
YOUR  
HAND**



Combination of one or more tells machine to print all interested in product 2 living in Area 6.

Position 12 activates electronic town marking device.

## NOTCHED OR PUNCHED CARD MASTERS PROVIDE COMPLETE LIST SELECTIVITY

Provision for 12 simple notches on the end of a Scriptomatic, Inc. card master gives you up to 66 classifications of list selectivity!

Plain typewritten or punched cards may be used as address masters to provide full flexibility and selectivity. Scriptomatic Addressing Systems & Equipment form a perfect marriage with any type of punched card equipment.

... AND THE MORE YOU GROW

... THE MORE YOU SAVE!

Regular typists prepare card masters on elec-

tric typewriters at less than half the cost of stencils or plates.

File 120 names per inch of filing space.

### A SUGGESTION...

You can't conscientiously buy a new addressing system without looking into Scriptomatic, Inc. Modern Addressing and Data Writing Methods.

Ask your nearby Scriptomatic, Inc. representative to give you information on installations in your field.

S-101



Model 10



Model 101



Model 301



Hand Addresser



Card Writer



Filing Equipment

SCRIPTOMATIC, INC., 1107 Vine Street, Philadelphia 7, Pa. / Modern Addressing - Data Writing Machines and Methods



# MASA

## CONVENTION—OCTOBER 7-9 HOTEL STATLER HILTON, NEW YORK

### Saturday, October 7

**9:00 a.m.** Sell More Lettershop Services with Envelope Creativity. Chairman: Arnold T. Wiggin, VP, Old Colony Envelope Company.

**10:00 a.m.** List Systems. Edward Lustig, President, Circulation Associates.

**10:30 a.m. Concurrent Sessions.** Offset, Large—Chairman, Robert Gold, James Gray, Inc. Offset, Small—Chairman, Tom Driver, VP, Batt Bates & Co., Inc.

**11:30 a.m. Merger:** How and When. Charles Schatvet, President, Guide-Kalkhoff-Burr, Inc.

**3:00 p.m.** How to Promote My Own Lettershop. Chairman: Warren F. Smith, Smith Mail Advertising Service, Inc.

#### 3:45 p.m. 24 Area Discussions (First Hour)

1. Art Work and Layout
2. Building Mailing Lists
3. Electronics Installation and Addressing
4. Xerox and Copying Machines (Verifax and Gevaert)
5. Growing Pains
6. How to Increase Sales
7. Machine Rental vs. Machine Purchase
8. Maintaining Addressograph Lists
9. Production and Quality Control
10. Small Offset Problems
11. Training of New Personnel

12. Questions and Answers for New MASA Members

13. Internal Communications

14. Canadian Postal Regulations

#### 4:45 p.m. 24 Area Discussions (Second Hour)

1. Better Business Letters
2. Cold Type Composition
3. How to Promote Your Own Lettershop
4. Keeping the Salesman Selling
5. Mimeographing
6. More Efficient Use of a Lettershop Operator's Time
7. Moving to Larger Quarters
8. Occupant Mailings
9. Planning and Developing the Company Organization
10. Profit Sharing Plans
11. Starting Piece Rate Incentive Systems
12. Mail Room Operations and Short Cuts
13. How to Develop Your Shop into a Complete Direct Mail Service

### Sunday, October 8

#### 9:00 a.m. Concurrent Sessions

Mimeographing—The Nucleus of the Lettershop. Chairman: Dorothy Gabringer, Legal Mimeographing Service. Automatic Typing. Chairman: Ralph E.

Harris, Ralph E. Harris Associates. Equipment, Equipment Reference Manual. Chairman: Marcene Heisner, the St. Johns Associates.

#### 10:00 a.m. Concurrent Sessions

Multigraphing. Chairman: Robert Silverman, Robert Silverman, Inc. Mailing. Chairman: S. L. (Les) Cullman, W. A. Storing Co. Industrial Relations. 2½-hour dual session for owners only.

**11:00 a.m.** Typing and Offset Composition. Chairman: Mr. Stanley M. Rickert, Associated Business Aids, Inc.

### Monday, October 9

**10:00 a.m.** You, Your Customers and Sound Financial Management. Mr. Kenneth J. Fishback, Treasurer, the St. Johns Associates.

**10:45 a.m.** Sales Clinic. Chairman: Robert H. Hodes, President, Hodes-Daniel Company.

**2:00 p.m.** Special Program prepared for MASA by DMAA.

**3:30 p.m.** How to Fund, Feed and Direct the Creative Mind. Dick Hodgson, formerly president of American Marketing Services, and James Curtin, Curtin & Pease.

**3:30 p.m. (concurrent).** Human Relations. Jerry Mayer.

## EXHIBITORS DMAA CONVENTION

Company	Booth No.
Nekoosa-Edwards Paper Co.	1
Bridgeport Engravers Supply Company	2
Allen Hollander Company	2A
Townsend Industries, Inc.	3 & 3A
Happer Paper Company	4
Hamilton Paper Company	4A
VariTyper Corporation	5 & 5A
New Era Printing Company	6
Monogram Art Studios, Inc.	6A
S. D. Warren & Co.	7 & 9
Columbia Envelope Company	8
Dexter Press, Inc.	10
Heyer, Inc.	11
Recording & Statistical Corp.	12
Stein, Hall & Company, Inc.	13
H. S. Boyd Company	14
Bell & Howell Phillipsburg Company	15, 16, 17 & 18
The Sloan-Ashland Division	19
Plitney-Bowes, Inc.	39 & 40
Zip-Opener Corporation, Div. of Connelly Organization	20

Avrick & Company, Inc.	43
Eastern Fine Paper & Pulp Div.	
Standard Packaging Corp.	44
Fox River Paper Corporation	45
Tele-Norm Corporation	46
The Mead Corporation	47 & 48
Friden, Incorporated	49 & 50
Mohawk Paper Mills, Inc.	51
Rex-Rotary Distributing Corp.	52
International Business Machines Corporation	53, 54, 55, 56, 57, 58, 59 & 60
The Appleton Coated Paper Company	61
A. B. Dick Company	62, 63, 64
International Paper Co.	65 & 66
Tension Envelope Corp.	67 & 68
Thomas Collators, Inc.	69, 70, 71 & 72
Champion Paper & Fibre Co.	73
American Type Founders	74 & 75
American Automatic Typewriter Company	76
Addressograph-Multigraph	

Corporation	77, 78, 79, 80, 81, 82, 83 & 84
The Sawdon Company, Inc.	85 & 86
The Sorg Paper Company	87 & 88
Double Envelope Corporation	89
B. H. Bunn Tying Machine Co.	90
Ansa-Letter, Div. of Latham Process Corporation	91
Scriptomatic, Inc.	92 & 93
Cheshire, Inc.	94
The Taylor Merchant Corp.	95
Universal Business Machines, Inc.	96 & 97
Oxford Paper Company	98
Graphic Arts Development Corp.	99
Cabot's Promotional Aids, Inc.	100
Royal McBee Corporation	101
Idea Art	102
New York Telephone Co.	103 & 104
Post Office Department	Room C
EnMail Machine Corp.	Room D



44<sup>TH</sup>  
ANNUAL

# DMAA CONVENTION

OCTOBER 10-13—HOTEL STATLER HILTON

## Tuesday, October 10

11:00 a.m. Registration, Exposition Hall.  
5-8:00 p.m. "Roaring Twenties Reception,"  
Grand Ballroom and Exposition Hall.  
5-8:00 p.m. Trade Show Opening. Expo-  
sition Hall.

## Wednesday, October 11

8:00 a.m. Direct Mail Leaders Breakfast.  
Terrace Ballroom. Presiding: Ferd Nau-  
heim, Kalb, Voorhis & Co., Washington,  
D. C.

9:30 a.m. First General Session. Grand  
Ballroom. Presiding: Angelo Venezian,  
Vice President, McGraw-Hill Publishing,  
N. Y. Fanfare: William Hesse, President,  
Benton & Bowles, New York; Dr. George  
Katona, Survey Research Center, Ann  
Arbor; Prof. William Porter, University  
of Iowa, Iowa City.

10:15 a.m. The Marketing Story of Bell  
& Howell. Peter G. Peterson, President,  
Bell & Howell, Chicago; Carl Schreyer,  
V.P. for Marketing, Bell & Howell, Chi-  
cago, and marketing team.

11:15 a.m. "Group Persuasion in the  
United States and Russia." John Scott,  
Assistant to the Publisher, Time; Intro-  
duction by Bernhard M. Auer, Publisher,  
Time.

12:30 p.m. Opening Luncheon. Grand  
Ballroom. Presiding: Earle A. Buckley,  
Chairman of the Board, DMAA; "How  
to Succeed in Business Without Really  
Trying," Rudy Vallee.

### 2:30 p.m. Concurrent Sessions

*Industrial*—Georgian Room. Moderator:  
Tom Grant, Promotion Plans & Pro-  
grams, New York; Harold Harty, Wol-  
verine Tube, Allen Park, Mich.; William  
Pederson, Ozalid Div., General Aniline &  
Film Corp., Johnson City, N. Y.; Al  
Buschel, Slant/Fin Radiator Corp.,  
Richmond Hill, N. Y.

*Retail*—Dartmouth Room. Moderator:  
Ed Burnett, Ed Burnett, Inc., New York;  
Stan Goodman, Grayson-Robinson Stores,  
New York; Jane Trahey, Jane Trahey &  
Associates, New York.

*Mail Order*—Gold Ballroom. Moderator:  
Andi Emerson, Emerson - Weeks, New  
York; Albert Dorne, Famous Artists  
School and Famous Writers School,  
Westport, Conn.; Sy Friend, Selected Se-  
curities Research, New York; Ed Rubin,  
Sloan-Ashland, Chicago; George Culli-  
nan, George Cullinan Org., Chicago.

*Fund Raising*—West Room. Moderator:  
Richard Crohn, Promotion Consultants,

Inc., New York; Hal Weiner, Natl. P. R.  
Council of Health & Welfare Services,  
N. Y.; Mary MacMillan, Care, Inc.,  
N. Y.; Mrs. Glenn Eastburn, Davis Me-  
morial Goodwill Industries.

*Financial & Insurance*—East Terrace.  
Moderator: Donald Patafio, Ambassador  
Mail Adv., New York; Frank Vos, Frank  
Vos Associates, New York; Don Babson,  
United Business Service, Boston; Sidney  
DeCosta, First National City Bank, New  
York; Robert E. Brown, Aetna Casualty  
& Surety Co., New York.

*Consumer Products*—West Terrace. Mod-  
erator: Ted Anderson, Direct Mail Mar-  
kets, New York; William Wing, Scott  
Paper Co., Philadelphia; Elsworth How-  
ell, the Grolier Society, New York.

## Thursday, October 12

9:00 a.m. Second General Session. Grand  
Ballroom. Presiding: Robert A. Enlow,  
American Medical Association, Chicago.

10:00 a.m. Direct Mail Has More Than  
Three Sides. Leonard Raymond, Dickie-  
Raymond, Boston.

10:30 a.m. New Design for Direct Mail.  
Moderator: John Crichton, Editor, Ad-  
vertising Age; Suren Ermoyn, BBD&O;  
Herbert Lubalin, Sudler, Hennessey &  
Lubalin; Howard Munce, Foote, Cone &  
Belding; Robert Pliskin, Benton &  
Bowles; Patric Rowley, McCormick Arm-  
strong; Lou Dorfman, CBS; Alice  
Moseley, McCann Erickson.

11:30 a.m. Annual Business Meeting. Pre-  
siding: Earle A. Buckley, the Buckley  
Organization, Philadelphia; Robert F.  
DeLay, DMAA, President. Noon open  
for Private Luncheons and Trade Show  
Review.

2:30 p.m. Circles of Information. Chair-  
man: Guy Yoltan, Nation's Business,  
Washington, D. C.

*Copy—Booklets & Enclosures.* Richard  
H. LaBonte, Promotion Mgr., Business  
Week, New York; Miss Patricia Murphy,  
the Patricia Murphy Co., Detroit.

*Copy—Letters*—Georgian Room. Robert  
H. Cramer, Ozark Fisheries, Stoutland,  
Missouri; Jack Shnider, Zellerbach Paper  
Co., South San Francisco.

*Copy—Reply Forms*—Georgian Room.  
Martin Baier, Old American Insurance  
Co., Kansas City, Mo.; Ed Bartlett, Look  
Magazine Subscription Dpt., Des Moines;  
Mortimer Rifkin, TV Guide Magazine,  
Radnor, Pa.

*Fund Raising*—Gold Ballroom Foyer.  
Powell Adams, Vice President, Beta  
Sigma Phi, Kansas City, Mo.; Al Migli-

aro, Federal Association for Epilepsy,  
Inc., Washington, D. C.

*Industrial*—East Room. Lee deYoung,  
Advertising Mgr., South. Nitrogen Co.,  
Savannah, Ga.; James H. Lavenson, Lav-  
ensons Bureau of Advertising, Philadel-  
phia, Pa.; C. F. Stevens, Advertising  
Mgr., Globe-Wernicke Co., Cincinnati,  
O.

*Lists.* Jerome B. Osherow, Advertisers  
Addressing System, St. Louis, Mo.; Rob-  
ert Stewart, Kiplinger Washington Edi-  
tors, Washington, D. C.; Daniel J. Taylor,  
Addressing List Mer., E. I. du Pont de  
Nemours & Co., Wilmington, Del.

*Mail Order*—West Room. Jack Foster,  
Henry Field Seed & Nursery Co., Shen-  
andoah, Iowa; Leigh K. Johnson, Vice  
President, Mail Order Dept., Joseph Breck  
& Sons, Boston, Mass.; John L. Leslie Jr.,  
President, Leslie Creations, Lafayette  
Hill, Pa.

*International Session*—Gold Ballroom.  
Moderator: David Agnew, Dillon Agnew,  
New York and Holland; Shoji Engetsu,  
Soken Printing Co., Kyoto, Japan; Jock  
Falkson, Effective Letters, Johannesburg,  
South Africa; Vic Baker, Howard Smith  
Paper Mills, Montreal, Canada.

*Direct Mail Club Officers*—Empire Suite  
A. Chairman: Betty Roskam, the Ros-  
kam Co., Kansas City; Co-Chairman:  
Otto Meyer, Wall St. Journal, New York.  
*Postal Affairs Session.*

7:30 p.m. Annual Dinner-Dance and En-  
tertainment. Grand Ballroom. Featuring  
Alan King, Trude Adams, the famous  
June Taylor Dancers and the Ray Block  
Orchestra. Entire production under the  
direction of Charles Dickson, Vice Presi-  
dent, Ray Block Enterprises. Some lucky  
winner will be awarded the 1962 Rambler  
American.

## Friday, October 13

9:00 a.m. Third General Session. Grand  
Ballroom. Presiding: W. McF. Beresford,  
President, James Gray, Inc., New York.  
1961 Best of Direct Mail; Winners of  
Silver, Bronze Mailbox Awards and  
Henry Hoke Award.

10:00 a.m. Town Hall Meeting. Audience  
participation. Moderator: Henry Hoke  
Jr., The Reporter of Direct Mail.

10:30 a.m. Europe Discovers Direct Mail.  
Shirley Katzander, Director of Promo-  
tion, The Reporter.

11:30 a.m. Grand Finale. Presiding:  
Robert F. DeLay, President, DMAA.

12:30 p.m. Buffet Luncheon. Terrace  
Ballroom.





## ideas...

On a warm, sunny day in New York, twenty-eight years ago, a *new direct mail idea* was planted. A few venturesome advertisers tried it and found it good—30% to an astronomical 50% better than what they had been using. ♣ Like most good ideas, this was a simple one. It utilized the work-horses of direct mail, a letter, reply form and envelope—put together in a somewhat special way. We put a “window” in the letterhead, with an open-end paper pocket behind it, and planted a reply card there, right in its own niche. We christened it Reply-O-Letter and nurtured it with Grade-A talent—fine artists and top creative writers. One by one, alert mailers began using the idea. ♣ **And it grew.** And as it grew, it branched out across the country, across the oceans. Boston, Chicago, Cleveland, Detroit — Canada, England, Australia. Indeed, almost the entire English-speaking world found Reply-O-Letter could plant ideas for them, too—for practically every type of direct mail need. Our clients (you see their names on Reply-O-Letters almost daily) attest to this. ♣ **THERE IS A POSITIVE REASON.** *We believe*

**BOSTON**  
10 POST OFFICE SQ.  
TEL. HANCOCK 6-1555

**CHICAGO**  
664 NORTH MICHIGAN AVE.  
TEL. MICHIGAN 2-2858

**CLEVELAND**  
1750 E. 23RD ST.  
TEL. PROSPECT 1-8470

**DETROIT**  
14700 DEXTER BLVD.  
TEL. DIAMOND 1-2221





## ...grow, too

yesterday's results can be improved upon, no matter how successful they were. Our entire organization is trained to keep pace with, and if possible, anticipate the client's changing needs. We constantly recommend new offers, lists, copy technique, tests, timing, as well as other factors needed to meet new buying habits, new selling problems. Some changes are dramatic; others barely perceptible. Nevertheless, each change is carefully controlled, tested and proved before important money is committed to it. ♣ **THERE IS A NEGATIVE REASON.** We also know what direct mail cannot do. This knowledge, gained from 28 years' experience, has saved our clients many thousands of dollars and serious disappointments. ♣ **Good ideas** have a habit of growing. If you're looking for ideas, stop in at our Hospitality Suite in the Hotel Statler anytime during the DMAA Convention. Should you be unable to attend the Convention, call or write our nearest office for samples and the booklet, "The 3 R's of Direct Mail." It will help your ideas grow, too.

### REPLY-O-LETTER

7 CENTRAL PARK WEST, NEW YORK 23, N. Y. TEL. CI 5-8110

**TORONTO**  
160 EGLINTON AVE., E.  
TEL. HUDSON 1-7201

**BRISBANE**  
93 ALFRED ST., VALLEY  
TEL. L2151

**LONDON**  
BIA HOUSE, 26/32 CLIFTON ST.  
TEL. BISHOPSGATE 4377





Add a  
**SALES**  
**IDEA**  
to your  
**Envelope**  
**Copy**

Our Advertising and  
Art Department will be  
glad to work with you.  
Phone or write...

**HECO**



CApitol 7-2400

**HORAN**

**Photo**  
**Engravers**

**POWDERLESS ETCHING**  
**4 COLOR PROCESS**  
**BLACK AND WHITE**  
**ZINC AND COPPER**

**HORAN**

**Engraving Co., Inc.**

44 West 28th St., New York 1, N.Y.

MURRAY HILL 9-8585

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes, Reporter of Direct Mail, 224 Seventh Street, Garden City, LI., N. Y.

## Short Notes

☐ Read this section with pencil in hand. Check the boxes next to Notes which particularly interest you, or mention an item you want to send for. Readers who use this section this way say it justifies their investment in the magazine many times over.

☐ **A MUST FOR YOUR LIBRARY.**

This month McGraw-Hill publishes a new book on direct mail, *Planning and Creating Better Direct Mail*, written by John Yeck and Jack Maguire. We'll stick out our editorial necks and predict that this may well become the standard text for direct mail, both in school and on the working practitioner's office shelf. Businessman Yeck and Educator Maguire have combined to create a handbook of direct mail that covers every area from lists to copy to format and then some. On Page 33 of this issue you'll find the first part of Chapter Five "How To Keep A List Up To Date." We think you'll find it interesting. And if you'll forgive a not-so-subtle plug, we think you'll find it interesting enough to put your order in immediately for a copy of the entire book, available from McGraw-Hill, 330 West 42nd Street, New York 36, N. Y. for \$6.95.

☐ **THE NATIONAL BREWING COMPANY**

of Baltimore recently mailed out 5000 recipe cards to residents of nearby Montgomery County, and then followed up with a door-to-door market survey. The 6" x 9" four color recipe cards carried an illustration of National Beer in a setting of seafood. On the reverse side was a recipe for barbecued chicken using National beer as an ingredient. The door-to-door canvass was made to gather information on the consumer buying habits of the area residents. As a follow-up, an in-stores display was arranged in five supermarkets at which the recipe cards were distributed to interested woman shoppers in the area.

☐ **A LITTLE FOLDER**

released by Fotorite, Inc., Chicago 45, Ill. (no street address given) intrigued us. Through a die-cut aperture a sharp black and white photo is visible. When you open the four-page folder, you can see that the photograph is on transparent plastic.

The folder itself promotes the use of Mimosa-Opalfilm . . . manufactured by Mimosa G.m.b.H. Kiel (whoever that is). Describes how you can easily make these transparent photographs for window displays, use at trade fairs, exhibitions, and so forth from all sharp negatives. The sample is very striking. Company offers to furnish additional specimens and prices upon request.

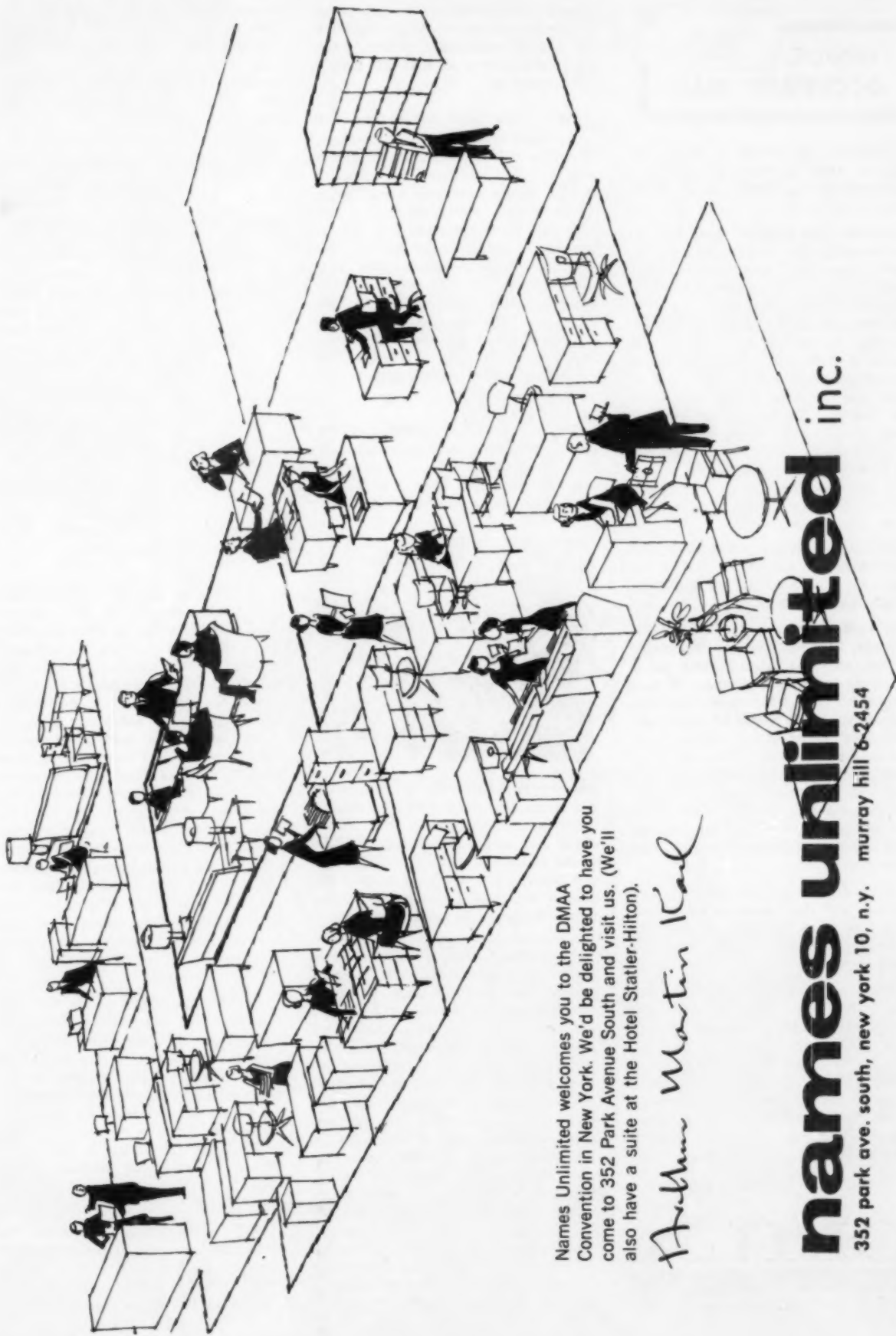
☐ **DIRECT ADVERTISING**

gets direct results is a truism we're all familiar with, but a recent item in the *Chicago Market Daily* indicates that direct mail may not always be the shortest distance between buyer and seller. We'll quote the item. "J. Goldsmith & Sons Co., large Memphis, Tenn., department store, conducted a drive not long ago to reactivate dormant charge accounts. It was carried out by telephone and direct mail. Of the customers approached by mail, 3.5 per cent soon were active purchasers again. In the same time, 37.5 per cent of those who received telephone calls began using their accounts again." The cost of phoning will probably be prohibitive most of the time, but in certain situations it might well be an ideal way to get a message across to a small audience.

☐ **NUMBER THREE**

in our running series of mis-statements on direct mail published in other publications. This one's from an insurance magazine. "It has been found that the same percentage of success resulting from a mailing of 100 letters will carry through any greater number. So, unless you have a letter known to be tops, send a different letter to each of two lists of 100. Send the more successful one to the balance of your list." What they meant to say, of course, is "likely to carry through." Depending upon the universe (or total prospective list to which you would like to mail) 100 names can be a substantial test, or an insignificant one. Jim Connell, in his series "Arithmetick for Direct Mail" which ran





Names Unlimited welcomes you to the DMAA Convention in New York. We'd be delighted to have you come to 352 Park Avenue South and visit us. (We'll also have a suite at the Hotel Statler-Hilton).

*Arthur Martin Karl*

**names unlimited inc.**

352 park ave. south, new york 10, n.y. murray hill 6-2454



## INSIDE OCCUPANT MAIL

OCCUPANT  
339 N. 4th St.  
Columbus 15, Ohio

### QUESTION: IS THERE A WAY TO LEVEL OFF A "SALES BOOM" CAUSED BY OCCUPANT MAIL PROMOTIONS?

**ANSWER:** This problem arose early in the campaign of a large automotive retailer. Soon after each mailing there would be a period of intensive selling then a decline to the normal level. The problem was solved here by splitting the mailing into six groups. Each group was mailed a week apart. This "controlled promotion" resulted in a higher level of sales over the entire period covered by the mailings. Temporary sales people were eliminated and volume was handled in a normal manner. Customers got better service . . . more satisfaction. Inventory requirements were foreseen early and valuable time was gained to restock the items most wanted.

### QUESTION: WITH NO BACKLOG OF RECORDS AVAILABLE, WHAT IS THE BEST WAY TO DETERMINE OUR TRADING AREA?

**ANSWER:** There are several successful methods. The best must be determined by your own best judgment. One way is to record the license numbers of your customers and trace their addresses through your state bureau of motor vehicles. Another method is to conduct a contest requiring your customers to fill out an entry blank. Still another is to make mailings with redeemable coupons (requiring the customers to fill in their names and addresses) into limited areas chosen with care by consultation with your Occupant Mailer.

After obtaining your customers' addresses "pin" their locations on a good map. The more "pinned" addresses, the more complete will be the pattern of your trading area.

There must be many questions and success stories about Occupant Mail that should be aired in this column. Send us your questions or story. We'll send you Will Storing's book "How to Think About Occupant Mail Advertising." A recognized authority, Mr. Storing presents many capsule case histories and tips about the profitable use of Occupant Mail. A valuable addition to your library.

Les Cullman, President

**OMLA**  
OCCUPANT MAILING LISTS OF AMERICA INC.  
239 N. Fourth St., Columbus 15, Ohio

in early 1960 pointed out the wide range of response you can receive on any given test, and the unreliability of such a test when made from a small sample from a large overall list.

☐ **YOU CAN NOW MAIL** from Hell . . . a small town in southern Michigan. According to Leo Bott, Chicago agencyman . . . Hell now has a post office of its own. Should have some logical tie-ups for promotion. But remember, if you want your mail postmarked from Hell or any other strangely named place . . . be fair with local postmaster. Buy your stamps from him in advance. After stamping matter, pack and ship by bulk parcel post to postmaster with instructions to postmark and dispatch. Instructions should include reminder that stamps were purchased from him on such and such a date.

☐ **INTERNATIONAL CORRESPONDENCE SCHOOL** recently enrolled its seven millionth student. Lee Horn (BBD&O) won first prize, a nine transistor radio, in ICS's "Mr. Seven" con-



test by estimating within 10 minutes the time when "Mr. Seven," Herbert Eggleston (right), would enroll. ICS is the oldest and largest home-study institute in the nation. In Washington, Eggleston was honored at a reception in the U.S. Capitol and met Commerce Secretary Luther Hodges, a former ICS student.

☐ **NEW YORK HAS A REPUTATION** for being expensive. But one knowing Manhattanite who can disprove this is Lew Arthur, a travel writer, who has just published the third edition of *New York Free For All*, a wide-ranging review of Our Town's lively and little known no-cost activities. Mr. Arthur describes movies, sports, concerts, cultural and educational events, social meetings and poetry readings, none of which can be attended except for free. His book tells what banks are giving besides money; who gives a course in the subtle use of French wines, gratis; and how to get into the Metropolitan Opera, free. Launched two years ago as a 20-page pamphlet, *New York Free For All* has expanded to 52 pages, with 252 reviews and upwards of 1,000 worthwhile things to see and do

current to spring of 1962. Out-of-towners planning to attend the DMAA convention in October should find this guide helpful. It is priced at \$1.35 postpaid and is available by writing to New York Free For All, Box 1, Peter Stuyvesant Station, New York 9, New York.

☐ **A THREE-DAY WORKSHOP** seminar entitled "Increasing the Impact of Direct Mail Promotion (Industrial Goods)" will be sponsored by the American Manufacturing Association on December 6-8 of this year. The workshop seminar, according to the AMA's handsome seminar schedule, has been specifically designed for those companies who are experienced in the use of direct mail and will explore new methods to support current marketing activity. Included will be the use of direct mail in: supplementing the field sales force effort; improving company identification and product awareness; its use in prospecting; assisting in sales training; and how to better utilize direct mail to obtain maximum sales results. For more detailed information contact the AMA Registrar, American Management Association, 1515 Broadway, New York 36, N. Y.

☐ **ANOTHER PHONY DIRECTORY PUBLISHER** has hit the dust. Stanley Oleck was the owner of Directory Publishing Co., 220 S. State St., Chicago, Ill. until he was indicted for using the mails to defraud. His space order forms mostly resembled those of the Illinois Bell Telephone Co. and many people (as in other cities) were duped into believing that the solicitations they received were actually legitimate bills for directory service. Oleck was recently fined \$3,000 and placed on probation for a one-year period. He must cease using such forms . . . as a condition of his probation. Save this item and if you receive an obviously phony directory solicitation, send the piece along with this clipping to your local law enforcement agency. They now have plenty of precedents for putting these phonies out of business.

☐ **A NEW VERSION** of the Envelope Selector Chart has been published by United States Envelope Company, Springfield 2, Massachusetts. The chart, an accordion folder printed in three colors, displays 70 different envelope styles, plus the variety of sizes in which each style is available. Copies of the chart are available for the asking by writing to Thomas Henry at the company address above.

☐ **SPEAKING OF ENVELOPES**, the Civil War Centennial is getting a work-out from Double Envelope Corporation, 7302 Plantation Road N.W., Roanoke, Virginia. A cute design for use by banks





PHOTO COURTESY OF McCall's MAGAZINE



**no matter where you see them...**

PHOTO COURTESY OF LINCOLN CONTINENTAL/FORD MOTOR CO.





apco

# IMPACT COATED BOOK\*

...Feminine Beauty, Fine Cars, and

...An Interest Arouser with Impact in—

## PURPOSE

*Purpose . . . For increasing reader interest. Apco IMPACT's softly tinted papers printed with color-related 8:1 inks reduce the contrast reflectance ratio to a soft 8 to 1 as compared to the strong 17 to 1 ratio of black ink on white paper. As a result, typography takes on new clarity and reading interest increases by the psychological effects of soft color contrast.*

## POWER

*Power . . . To harness the daylight colors of nature. There is no white background or periphery in nature. Everything is a blend of many hues which are reflections of the daily color variations of natural light. Apco IMPACT colors of Jonquil, Suntex, Coral, Mint Green and Azure Blue fall within the range of daylight itself. As a result, halftone and color illustrations take on new depth and realism.*

## PRODUCTS

*Products . . . With faithful reproduction. In many instances, and with numerous types of products, the pleasing marriage of Apco IMPACT papers and their color-related inks, actually improves product pictures. Illustration whites usually appear more realistic than on white papers. Metals appear more natural on Azure Blue—furniture and woods achieve new reality on Suntex—and so it is with many products. Try Apco IMPACT papers on your next catalog or mailer—you'll be pleasantly surprised with the results.*

## PRIDE

*Pride . . . In company or brand name identification. Color is a very powerful sales stimulant and is incorporated in products and packaging to improve appearance and help establish brand name and company identity. Product or company literature printed on Apco IMPACT papers provides that something extra that attracts and holds reader interest—suggests modern thinking and pride in management messages.*

## PROFIT

*Profit . . . By reducing competition for readership. Black on white is commonplace, average and ordinary. It merely says things in a matter-of-fact way. But with Apco IMPACT papers a more colorful stage is set and your story told in a dramatic and glamorous way. Color becomes an integral part of selling because it possesses the intangible and irresistible appeal which quickens reader interest and acceptance of new products and ideas—improves printed communications generally.*

\*Also available in Cover weights

The complete story on the unique benefits of Apco IMPACT papers is told in this 24-page booklet—Yours Free for the asking. Write today.



THE APPLETON COATED PAPER CO.  
APPLETON, WISCONSIN

The Paper with the "Built-in Sunglasses"



urges customers and prospects to save their Confederate money but to put the Yankee variety in a savings account. Another envelope promotes the state of Virginia as an interesting place to visit during the Centennial. You can probably get samples if you write.

□ **AN OLD MAIL ORDER TECHNIQUE** was used recently by Precision Equipment Co., 4407 Ravenswood Ave., Chicago 40, Ill., distributors of office and home equipment. Instead of a catalog, their outgoing envelope contained 24 business reply permit cards printed in four colors (evidently a gang run). Each card illustrated and described in top three-quarter space the product for sale. Bottom one-quarter contained condensed order form. Each product offered for a ten-day free trial. Good descriptive copy. Hope none of these envelopes fell into the hands of the chiselers who order by mail and then become no-pays.

□ **CREDIT WHERE CREDIT IS DUE**, is the password at Audio Productions, Inc., a leading producer of television commercials. As a part of their advertising campaign, they have produced two handsome folders lauding the efforts of two agencies in the preparation of two commercials. The folders cited Young &

Rubicam for the award-winning Singer Sewing Machine campaign, and Hill, Rogers, Mason & Scott for the Sara Lee spiels. This contradicts usual gambit of commercial producers who ignore the efforts of the agency who actually created the commercial. Produced in two colors—black and purple on a heavy coated stock—the folders answer the question, "What is CreaTVity?" by getting in a good plug for the agency, and not incidentally for Audio. A nice job. (Ed.—Judging by some of the commercials we've seen, we wonder why *anybody* would want to take the credit. But the two mentioned here would be a credit to anybody's presentation book.)

□ **AN INTRODUCTORY KIT** of new Direct Image paper masters will be sent to any small press owner or operator who requests it by Direct Masters, Inc., 212 N. Clinton Street, Chicago 6, Illinois. The masters, according to the manufacturer, are available for short and medium runs and Xerography. In addition to being longer and cleaner running, they have a more resilient surface that resists embossing; greater body; runs with less water for sharper reproductions; allow easier erasures. The masters, say the makers, require no special inks or fountain solutions. To get a free intro-

ductory kit, send your company name and address along with press size and type to Direct Masters, Inc., at the above address.

□ **A SPECIAL 12-WEEK** course on Industrial Advertising, to be given in cooperation with the New York Chapter of the Association of Industrial Advertisers, will begin October 19 at New York University. Information can be obtained from Division of General Education, New York University, 1 Washington Square North, New York 3, N. Y.

□ **CONTEMPORARY COMMUNIQUE** titles a cute "new miniature magazine" prepared for Crowell-Collier Broadcasting Company, Hollywood, by its agency, the Lansdale Company, 471 Fairfax Avenue, L. A. 36, California. The "magazine," a 12-page promotion piece for Station KFWB, is a potpourri of plugs promoting the station and the fact that it is #1 in Los Angeles. The magazine and envelope were designed by local artist Marvin Rubin. The envelope is particularly eye-catching, with an arresting design technique framing such teaser questions as "What is the shortest recorded epitaph? See page 8," and "Is there such a fish as a sardine? See page 7." 15,000 copies were mailed to

## HOW YOU **SELL** TO THE BUSINESS AND CONSUMER MARKETS BY MAIL

We have just completed a new study which summarizes the tactics and strategy of selling by mail to both businessmen and consumers in the current economic climate.

Copies of this document are available without charge to interested firms. Simply address a request on your company letterhead.

We are specialists in Direct Response Advertising. Our clients want cash-on-the-barrelhead results for every promotion dollar they spend.

An important group of national advertisers has found our slide-rule approach delivers orders, inquiries and sales leads at gratifyingly low cost.

A preliminary discussion of our techniques as they apply to your business costs you nothing—obligates you not at all.

A call to PLaza 1-7220 right now may be one of the most important steps you can take to assure profitable sales in the tough year ahead!

375 Park Avenue, New York 22, N. Y.

**LAWRENCE G. CHAIT & CO., INC.**

Counselors in Advertising & Sales Development



**NOW...**

## An up-to-date guide to better direct mail



From the introduction by HENRY HOKE, Editor, *The Reporter of Direct Mail Advertising*

"... The whole book is wonderful... the how to build believability chapter (p.129) is wonderful. Don't miss it. It's worth the price of the book."

You can pack fresh power into your direct mail with this up-to-date guide. It shows how to plan, create, and use direct mail to do a better all-around selling job. It's a complete package — a shirt-sleeve guide on creative materials and applications of direct mail as a pure, advertising medium. From it you will get new ideas... a broader perspective... on how to best use the mails to promote business.

Just Out

## PLANNING and CREATING BETTER DIRECT MAIL

By JOHN D. YECK, Graphic Service, and Yeck and Yeck, Dayton, Ohio; and JOHN T. MAGUIRE, Assistant Professor of Business English, University of Illinois.

387 pages, 6 x 9, \$6.95

The book discusses the effectiveness of direct mail, and ways of increasing readership. It treats copy, copy styles, theme, formats, reproduction methods, envelopes, postage, and "idea mailings." Included is invaluable help on lists and how to keep them up to date, market research, types of jobs letters can accomplish, and more. You see how to use direct mail as response advertising... as an "assistant salesman"... to solicit funds... and how to sell by mail. The book is packed with illustrations on copy, examples of creative materials, check-lists of how to do a specific job, and examples of how successful people have done particular jobs.

## HOW TO INCREASE SALES WITH LETTERS

Just Out. A leading direct-mail specialist describes and illustrates ways a good letter can help you increase sales. By E. A. Buckley, The Earle A. Buckley Organization. 180 pp., illus., \$5.00

## VISUAL PERSUASION

*The Effect of Pictures on the Subconscious*

Just Out. A brilliant study of communication introducing the concept that much of persuasion can be accomplished with pictures. By Stephen Baker, Vice-Pres. in Charge of Special Projects, Cunningham and Walsh. 260 pp., over 350 illus., \$13.50

## 10 DAYS' FREE EXAMINATION

McGraw-Hill Book Co., Dept. RDM-10  
327 W. 41st St., New York 36, N. Y.

Send me book(s) checked below for 10 days' examination on approval. In 10 days I will remit for book(s) I keep plus few cents for delivery costs, and return unwanted book(s) postpaid. (We pay delivery costs if you remit with this coupon—same return privilege.)

- ☐ Yeck & McGuire—Plan and Create Better Direct Mail, \$6.95
- ☐ Buckley—How to Increase Sales with Letters, \$5.00
- ☐ Baker—Visual Persuasion, \$13.50

Name .....

Address .....

City ..... Zone ..... State .....

Company .....

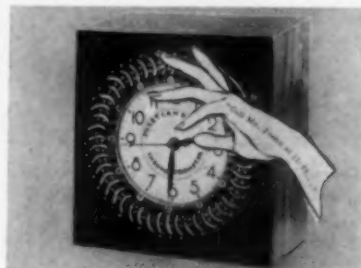
Position .....

For price and terms outside U.S. write McGraw-Hill Int'l., N.Y.C. 36 RDM-10

advertising agency principals, account executives and time buyers throughout the USA, in addition to local advertisers. Perhaps if you write, the agency will send you a copy. It's an interesting piece.

☐ **HOW MUCH OF YOUR MAIL** becomes "Float Mail"? That's what T. R. Crawford of Pittcraft, Inc., 104 N. Locust St., Pittsburgh, Kans. calls the kind of mail which floats around getting nowhere. He blames much of the Post Office overload on this "Float Mail"... wrong or insufficient addresses... must be returned to sender or sent to dead letter department. Consumes a lot of time and wastes a lot of money. Co-operate with the Post Office by eliminating wrong addresses no your list. Demand that list owners who rent should keep lists clean. Otherwise, penalize them for all "Float Mail."

☐ **AN ALARM CLOCK** that will buzz forty-eight times a day is available from Ben Sweetland Systems, Inc., 1140 E. 19th Avenue, San Mateo, California. Perfect for the busy executive, says Ben. The Chrono-Promoter will remind the



busy executive of the many things he has to do in a day. Forty-eight little "pegs" around the face of the clock can be set so that the exec will be buzzed at the proper times, no matter how involved his schedule. For example, if he has an appointment at 9:30, a meeting at 11:05, a luncheon date at 12:15, a laboratory experiment at 2:30, doors to lock at 5:15, and an alarm system to set at 6:00, the Chrono-Promoter will remind him of each at exactly the right time. Price of the instrument is \$59.95.

☐ **IN AUGUST SHORT NOTES** we mentioned that the use of "under separate cover" is out-of-date. First-class letters can be enclosed in packages of third or fourth class mail. Our friend, Clyde Everhart of Rochester Envelope Co., 72 Clarissa St., Rochester 14, N. Y., reminds us that the item was correct but didn't go quite far enough. We should have emphasized package or parcel. You cannot put a first-class letter in a third-class envelope representing a single mailing. You can attach an extra first-class envelope to the third-class piece. Both envelopes must be addressed and stamped. But you can enclose a first-class

letter in a parcel or package of third-class material (such as a supply of booklets or circulars). You must mark the envelope "first-class matter enclosed" and attach the suitable first-class postage stamps.

☐ **SOME MAIL ORDER COMPANIES** will permit non-competitors (on a per thousand royalty basis) to enclose circulars and order cards in their mailings, catalogs or packages. Leonard G. Holland, 10 E. 39th St., New York 16, N. Y. specializes in arranging deals of this kind, which he calls "Ad-Serts." You can test in minimum quantities of 25,000. Replies come direct to you. Your insert is bound into someone's catalog or added to his package shipments. The potential is large (from 500,000 to 12,000,000 annually) with more than 50 well-known mail order firms participating. The charge is \$20 per thousand. (From series of Research Reports on latest mail order techniques issued by Lewis Kleid, Inc., 25 W. 45th St., New York 36, N. Y.)

☐ **CRUSADERS AGAINST FRAUD** in the mails were pleased with a recent verdict handed down in the U. S. District Court at Bismarck, N. D., against 20 defendants of Lenders Service Co., Inc., Little Rock, Ark. It was a long and complicated trial, extending over four and a half months. In addition to the Little Rock office, salesmen and supervisors operated out of seven additional branch offices. They operated the old racket of getting an advance fee on the promise of obtaining a loan for small business firms. It is estimated that these racketeers were able to defraud more than 4,000 businessmen out of \$1,250,000 within a period of one year. Fifty-nine persons so far have been convicted on variations of this same scheme.

☐ **ONE OF OUR FRIENDS** may get into trouble with the Secret Service. In a circular to farm supply dealers the artist and layout man used a number of reproductions of a \$1,000 government bill. It's true that the photographs of the bill were at an angle and some of the lettering was obviously doctored. But it's against the law to reproduce in any form or fashion government paper currency. Treasury Department Secret Service agents are tough when they find a violation.

☐ **FRENCH BANKERS AND HOTEL MEN** are trying out a system which may revolutionize credit card business. A "Universal Credit Card" is being sold for \$10. Credit investigation is strict. Defaulters are speedily eliminated. Here's how it works: Appearing on card are name, address and signature of the holder, as well as name and address of his bank. When holder presents card to





Are you  
**SAVING PENNIES**  
on envelopes,  
but . . .

# LOSING DOLLARS

in downtime on automatic  
inserting and metering  
machines?

Now save money two ways with new

**Epic Executives, Regular & Outlook**

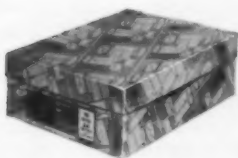
Modern, automatic mailing equipment can mean real savings for direct mail users . . . providing it is operated at the designed efficiency. But downtime due to envelope jams can eat away those savings in a hurry.

For example: let's take a machine that's worth \$12 per hour. Then one minute of downtime to clear one jammed envelope means 20 cents lost . . . and that doesn't include the cost of materials, retyping, etc. In effect, every envelope that causes a one-minute jam costs 20 cents. That's a pretty expensive envelope.

You can help to eliminate expensive jams by specifying Epic Executives, Regular and Outlook, the modern, executive style envelope. Epic Executives are guaranteed uniform. They lie flat, feed smoothly and open easily for inserting . . . gummed right too. Every Epic Executive is the same high quality . . . to deliver the same efficient performance on high speed equipment. Bright white paper snaps up printing.

You save on price, too, when you specify Epic Executives. They're volume-priced to fit any direct mail advertising budget.

Ask your paper merchant or printer for the complete, quality story of Epic Executives, Regular and Outlook, the *modern envelope for modern business*.



**UNITED  
STATES  
ENVELOPE**

GENERAL OFFICES: SPRINGFIELD 2, MASS.: WORCESTER • SPRINGFIELD • ROCKVILLE • NEW YORK  
METUCHEN • ATLANTA • INDIANAPOLIS • CHICAGO • WAUKEGAN • DALLAS • LOS ANGELES • SAN FRANCISCO



FOR AS LITTLE AS

3¢

you can get your  
PRINTED MESSAGE  
AND  
a high-fidelity  
**PHONOGRAPH  
RECORD**



"Look-n-Listen" records combine picture, type, SOUND to appeal to prospect's most impressionable senses — his eyes and ears.

Many millions already produced for use as:



- MAILING CARDS
- PREMIUMS
- PACKAGE INSERTS
- MAGAZINE INSERTS
- ADVERTISING SPECIALTIES
- GREETING CARDS
- TRADE SHOW SOUVENIRS
- HANG TAGS
- EDUCATIONAL RECORDS

**\* NEW LOWER PRICES  
NOW IN EFFECT**



**LOOK-N-LISTEN**  
"adds the magic of SOUND  
to your printing"

Look-n-Listen Division  
UNIVERSAL COLOR CORP.  
214 Sullivan St., New York 12, N. Y.

Please send samples and prices on  
"Look-n-Listen" laminated paper records.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_  
ATT: \_\_\_\_\_

a hotel or restaurant, information is transferred to a special printed form which the holder signs. The form is then deposited in the hotel's or restaurant's own bank, where amount is credited immediately even though card holder's bank is not billed until following month. If card holder wishes, his bank, at no extra charge, will set up a special account for his Universal Credit Card expenditures, keeping it solvent by drawing upon his regular bank account. In either case, the customer receives the canceled check with his regular monthly statement. Thanks to National Retail Merchants Assn. for telling us about it. Worth watching.

□ **A NEW EMBOSsing MACHINE** for making address plates, courtesy and credit cards, has been designed and built by Automark Business Machines Co., 430 Industrial Drive, Maryland Heights, St. Louis, Mo. The machine operates



electrically from a keyboard at speeds of well over 100 characters per minute and will emboss all styles of plates now in use, according to the manufacturer. It features as standard equipment, an automatic line space, automatic carriage return, back space, rapid carriage traverse and quiet operation. Character sizes available range from 3/32" height to 3/16" height, any one standard size being included with the machine. The machine is easily converted to punched card or punched tape control, yet may still be manually operated from the keyboard. Automark reports that dealerships are available now in most major cities. For further information, write to above address.

□ **CRACKPOTS ARE STILL** on a rampage. There must be a contest among them to determine who is the greatest crackpot of all. We've reported numerous cases lately of permit reply envelopes or cards being received with outrageous stickers enclosed or attached. Two of the latest (both postmarked from New Orleans) take the prize so far. One envelope contained a reprint of an editorial from an Alabama newspaper . . . demanding a new program or a civil rights law to protect the white folks from the Negroes. The other: a 3 1/2" x 2 1/2" card was pasted to a business reply card. Copy read: "Basketball Game, Ku Klux Klan

vs. NAACP, benefits for Jewish Relief Fund, to be held at Central High School, Little Rock, admission 50¢, sponsored by the Communists, entertainment furnished by federal troops."

□ **WHY WASTE MONEY?** A friend of this magazine who sometimes sells us supplies should put some competent person in charge of company lists. On a recent day, we received five identical self-mailing broadsides telling about a special summer sale. The pieces were addressed with an Elliott stencil, but it was obvious from the typing that there were five different stencils in the customer file. Possibly a new stencil is made every time an order is received. Somebody just doesn't take the time to see if there is a previous stencil. If same condition exists all through the list, imagine the obstacle each mailing faces.

□ **OUR HYPOTHETICAL GOLD PALM** for the best advertising slogan used during the past few months goes to Laskin Brothers of Philadelphia, Inc., P.O. Box 293, Media, Pa., and 2818 Empire State Bldg., New York . . . for a 12-page, index style price and information folder sent to department stores. The portfolio gives product and price information, plus advertising tie-ins on a Nu-Eve panty line. The cover photographed in blue shows a misty but appropriate part of a female form. The title set in black across the photograph, "The most fitting name in panties."

□ **A DIE CUT COVERING** letter helped Barbour Brothers Steel Company (Marion & Reservoir Streets, Trenton, N. J.) merchandise a space ad through the mails. Fourth paragraph reads: "The answer, of course, is YES—and Barbour Bros. is the place to call when you want to . . ." At this point the letter was die cut to show (from the ad reprint beneath) the words "keep your steel costs low," printed reverse. Forces the reader to look at the ad attached, instead of perhaps tossing the whole thing into the wastebasket.

□ **THE AIRLINES** are getting trounced verbally (behind the scenes) for their new "half-fare for young travelers plan." The plan is supposed to provide special fares for youths between the ages of 12 and 21. The joker is that most trips require planning . . . especially for young people. Under the new plan, the young riders will not be able to book passage well in advance of the flight. They may ride only if space is available and will not be given reservations until three hours before flights. If you would like an intelligent analysis of the situation, as well as some inside dope on some rackets in



## ENVELOPES CAN MAKE A DIFFERENCE



# To get the JUMP on competition... Put TENSION on your team

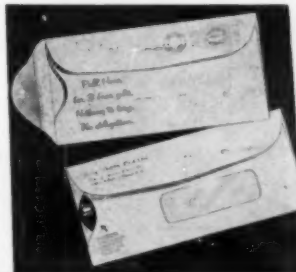
It takes fresh ideas to move minds and merchandise. Sometimes a new and different idea in the design and use of envelopes gives you the all-important competitive edge. That's where Tension can help you, with dozens of different envelopes for special jobs.

Here are a few examples. For others, tailored to your exact needs, get in touch with your Tension envelope specialist.



### KARD KARRIER®

Provides the undisputed attention value and pulling power of an envelope with the convenience of a self mailer. Delivered to you sealed, ready for addressing and mailing. Ample space on inside for your message, illustrations PLUS your membership, credit, identification, or business reply card carrying the name and address.



### SIM-PULL®

New easy-to-open envelope for 3rd class mail.\* Prominent pull tab intrigues receiver into opening envelope for your message. Extended pull-out flap provides extra advertising and merchandising space. Especially convenient for enclosing invoice to be attached to outside of merchandise.

\*Invoices, too!

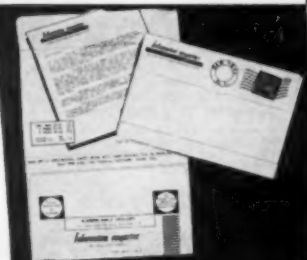
### HITCH-HIKE ▶

Return order envelope. The back side can be the most profitable few square inches of advertising space you've ever used. Delivers perfectly timed "extra" selling message at the instant customer is enclosing his order.



### ROUND TRIP ▶

Outgoing and return envelope in one complete mailing piece. Just address and mail. The same envelope complete with your original addressing and key comes back to you. Ideal for subscription renewals, premium notices, statements, fund raising, direct mail offers, etc.



### "EXPANSION" ENVELOPE

Costs on this type of utility envelope have been reduced by as much as 50%. For the first time, they are being manufactured completely by machine. Ideal for packaging and rack sales—particularly for card-mounted merchandise. Protects the product as it promotes the brand. Available in 1", 2" and 3" expansion sizes.

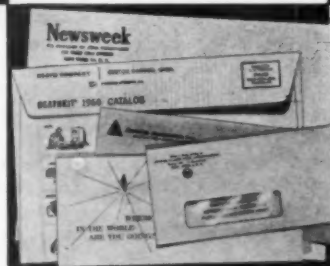


### DISPLAY WINDOW

Allows artwork and color of enclosures to act as "teaser" which shows through Display Window. Takes advantage of the attention-getting value and color of your circulars, etc. Available in a wide range of sizes and distinctive shapes.

### MAILING-CORRESPONDENCE ▶

Versatility—the ability to produce all envelope sizes and styles—makes Tension the envelope brand. CONSISTENTLY—better papers, safer sealing, accurate construction—even better quality black-ink corner cards. Specify Tension Envelopes.



### IDENTI-VUE WINDOW ▶

Address on letterhead shows through window. Saves printing of separate envelopes for different branch offices. Just imprint enclosure for different offices. Eliminates inventory mix-ups in the stock room, cuts printing costs way down.



377

<p align="center">— CLIP &amp; ATTACH TO YOUR LETTERHEAD —</p>	
<p><b>TENSION ENVELOPE CORPORATION</b> Campbell at 19th Street KANSAS CITY 8, MO.</p> <p>FACTORIES: Kansas City • Ft. Worth • Des Moines Minneapolis • St. Louis • Memphis • St. Hackensack</p>	<p>O.K., SEND "IDEA KIT" WITH SAMPLES OF _____ _____ Envelopes</p>
<p>NAME _____ COMPANY _____ ADDRESS _____ CITY _____ STATE _____</p>	





## YOU'LL NEVER KNOW

... whether we can help you improve the results you're getting from your direct advertising unless you inquire.

**The Buckley Organization, Inc.**  
2106 Phila. National Bank Bldg.  
Philadelphia 7, Pa. LOcust 3-0180

New serving such clients as IBM Electric Typewriter Div. ☐ IBM Data Processing Div. ☐ IBM World Trade Corp. ☐ Master Safe Company ☐ Service Bureau Corp. ☐ Farm Journal ☐ Lummis & Co. (Div. of U.S. Tobacco) ☐ Purex Corp. ☐ Du Pont ☐ J. B. Lippincott Co. ☐ Hastings & Co. Inc.

### New martin yale auto-folder "Seventeen" Capacity: 14" x 24"



more dollar-for-dollar value — fully guaranteed!

**ONLY \$450<sup>00</sup>**  
plus f.o.b.

**OUTPERFORMS, OUTFEATURES**  
all others in its class!

**FOLDS, PERFORATES  
SCORES AND SLITS**

simultaneously or in separate operations!

**HANDLES SHEETS**

2 1/2" x 6 1/2" to 14" x 24" ... 10-lb. onionskin to 120-lb. index

**FEATURES:**

automatic feed, continuous loading, maintenance-free GE motor!

**MY**

**MARTIN YALE, INC.**

2100 W. Fullerton St. Chicago 17, Ill. TAylor 9-3033  
Representatives of Eastern Area Dealers: Acme Sales, Boston 2-0000

contest prizes, write to PR man, Milton Riback, 6 E. 39th St., New York 16, N. Y. and ask for his August-September issue of "Plus Profit Publicity" (his personal newsletter). Worth reading every issue.

#### ☐ A GENTLEMAN FROM JAPAN

tells us he has applied for a patent on a new type mailing piece. Lord knows, we do not like or approve of direct mail format patents, but this one is curious enough to explain. Or you can write to Mr. Michio Kobayashi, Densoku Measuring Instrument Works, Aizawa Building, Edobashi, 1-15, Chuo-Ku, Nihon-Bashi, Tokyo, Japan and ask for a sample of your own. This involves the use of thin plastic tube containing writing fluid, capped with a ball point pen and tipped securely to the end of an accordion folder containing advertising message. The plastic tube itself is too thin and too bendable to use as a pen, but the idea is that the recipient is supposed to tear off the circular at perforated edge and wrap the paper tightly around the plastic tube, securing the end firmly with the glued strip supplied. The thus wrapped body makes the pen usable. Under certain circumstances the stunt might be usable.

#### ☐ AN EYE-CATCHING (albeit confusing)

postcard campaign has been coming to us from Nestle, manufacturers of coffee, chocolates, tea etc. The latest in this series arrived from Sahara Espagnol (in Africa) bearing that country's 1 peseta stamp. Back of card is a four-color photo of an African boy with a catch of fish standing in front of a dugout canoe. Copy on the left hand side of the card is a little less understandable. We quote: "La nostra cena di oggi e consista di pesci cotti alla maniera indigena. Veramente ottimi! E, come al solito, a conclusione del pasto, una tazzi di Nescafe decaffeinato (nervi a posto!), garantito da Nestle." Anybody know what this says? We have the feeling we're on the wrong list.

☐ **BUSINESS CARDS**, made of magnetic rubber, are available from Regal & Wade, Maspeth 78, New York. The cards are custom made from purchaser's artwork which can be a trademark or symbol. These magnets, according to the manufacturer, will hold paper notes or memos to any metal surface in the office, home or car. For free samples and quotations, write to Sol Rael at the magnetic division, above address.

☐ **FUND RAISERS NOW HAVE** a national society according to Major W. Eldred Churchill of The Salvation Army, 120 W. 14th St., New York 11, N. Y. who is serving on the board of directors.

The address of the new National Society of Fund Raisers, Inc. is P. O. Box 1480, Grand Central Station, New York 17, N. Y. Officers, directors, members represent the cream of the crop in the reputable fund raising field. Anyone interested and not yet contacted should write to Major Churchill (serving as public relations chairman) and ask for the new booklet explaining the purposes of the organization.

#### ☐ A COMPLETE LIST of the 283

organizations which have been designated over the years by the Attorney General as subversive ... has been published in the August issue of the bulletin of the Better Business Bureau of Greater St. Louis (901 Washington Ave., St. Louis 1, Mo.). If you would like to see all of the names, write for a copy. Contributions to any of these organizations are not deductible for income tax purposes. But realize that this is a consolidated list, with some names dating back into the early 1940's. Some of the organizations no longer exist, and some of the promoters are long since dead and forgotten.

#### ☐ WE HATE TO KICK A DEAD HORSE

but a now-defunct magazine in the sales field reported that sales organizations found direct mail more productive as a follow-up than as a door opener. It was generally agreed, said the magazine, that the direct mail approach does not soften up an account or produce a prospect. "Who is kidding who?" says Robert L. Miller, advertising and sales promotion, Canada Health & Accident, in a recent letter. "My company and thousands of other sales organizations throughout Canada and the United States brings in leads at the rate of 1 to 5% every day of the week—year in and year out. Our salesmen average one sale for every two leads, including referrals from the people whom they sell from the leads."

☐ **NEW EDITION** of Hotel Sales Management Assn. Directory for 1961-62 is now available from Adrian Phillips, executive vice president of HSMA. Headquarters office: 1325 Boardwalk, Atlantic City, N. J. If you deal with hotels, you should get this free list. Hotels and sales managers are listed alphabetically and geographically. Pocket-size directory also gives names of present and past officers, code of ethics adopted by association, information about conventions and tipping.

☐ **THERE IS SOMETHING NEW** for advertising men who must travel or go to libraries searching for information and who want to save on tedious hand writing. It's a portable photocopying machine





**PICK A PAPER**  
**PICK A COLOR**  
**PICK A SIZE**

TAKE YOUR PICK FROM 24 Pleasing colors in Mead "Ready-Cut" Papers... colors that identify your different business forms, add greater appeal to your printed material. Choose also from 21 versatile grades, 7 practical sizes. Ask your local Mead Merchant for samples plus a copy of the "Selector Chart" that lists all of the items available to you in Mead "Ready-Cut" Papers.

MEAD PAPERS, INC.,  
a subsidiary of The Mead  
Corporation, Dayton 2, Ohio



**MEAD**  
*papers*

**Ready-**  
**Cut**



packaged in an attache case. Can be carried anywhere and according to the manufacturer, makes that same sharp print that the photocopier back at the office produces. It's being manufactured and distributed by Anken Chemical & Film Corp., Newton, N. J. Weighs only 12½ pounds and the case measures 17½" wide x 12¾" high x 4¾" deep. Single sheet model costs \$149.50. The book-copier model costs \$199.50.

☐ **A NEW SERIES** of "Type Idea" Folders are available, free of charge, from authorized ATF type dealers throughout the country. Consisting of seven different pocket-sized folders, the series presents ideas for putting type to best use in the design of cards and announcements, tags and labels, booklets and folders, personal and commercial stationery, and business forms. One folder also describes ways of employing initials effectively and inexpensively, while another illustrates the use of ATF Holiday Ornaments.

☐ **FACTS ABOUT SMALL BUSINESS FINANCING** is the subject of a Management Research Summary issued by the Small Business Administration, Washington 25, D.C. You can get a copy free by writing to Washington head-

quarters or any of the SBA field offices. This four-page summary is really a digest of a much larger report made by Dr. Olin S. Pugh, School of Business Administration, University of South Carolina, Columbia, S. C. Dr. Pugh's report covered a survey of 689 small business firms in South Carolina. Conclusions should be helpful to anyone operating a small or medium-sized business.

☐ **LOOK FORWARD** to the early release of a booklet describing careers in direct mail advertising. It's been in preparation for a number of months by the Educational Committee of the DMAA. The actual writing and makeup is being supervised by Paul Butterworth of Dickie-Raymond, Inc., 470 Atlantic Ave., Boston 10, Mass. We've seen advance copy of the manuscript and think it's wonderful. It will give student groups a much better picture of an important medium than they have received in the past from advertising experts who have stressed too strongly the glamorous sides of the advertising profession. You'll be advised when it's available for distribution.

☐ **RELIGIOUS PROMOTION** can be made interesting. That is proved by a

recent portfolio of samples sent to us by Clara Sander, manager of the Publications Department of Scripture Press Foundation, 1825 College Ave., Wheaton, Ill. Portfolio contains samples of new publications in the field of children's church and leadership training. Attractive art work and up-to-date layouts and copy. We were particularly interested in the inclusion of a very thin vinyl 33½ RPM record explaining with voice and music background church-time for beginners. Reproduction very good. Was produced for Scripture Press by Rank Audio Plastics, New York 19, N. Y. We understand this was the first use of such a recording for church promotion. Was well received.

☐ **SUPPOSE YOU HEARD** that defense contractors will now be able to include their advertising in cost of operation. After considerable hullabaloo, the House and Senate Conference Committees finally agreed on the Senate version. Only last-minute change was that exhibits may not be included as advertising in the cost of defense contracts. The Advertising Federation of America does not believe that the new version will force modification of the procedures followed by most advertisers. •

## Is your List 25,000 <sup>or more</sup> — Do you sell on Credit?

**IF SO, CONSIDER OUR PROVEN DIRECT MAIL PROGRAM—USED BY AMERICA'S LEADING MAILERS—WE DO EVERYTHING—YOU JUST MAIL—NO INVENTORY LEFTOVERS!**

Choose from a wide variety of successfully tested products.

We supply you with tailor made four color circulars at the lowest price you have ever paid for quality mailers—we can supply the letters and return cards too! A test will convince you. Be assured of no inventory leftovers—in many instances we can ship direct to your customer.

Remember, your order is custom made to your needs and specifications.

Plan NOW for your test mailings in the prime selling months ahead. Contact us today for complete information.



### SUCCESSFULLY USED BY

- Direct Mail Organizations
- Mail Order Houses
- Department Stores
- Jewelry Stores
- Furniture Stores
- Hardware Stores

Mail today for complete details

**ALTHEIMER & BAER, INC.**  
400 NORTH WELLS STREET  
CHICAGO 10, ILLINOIS



*America's Leading Promotional Specialists*

**ALTHEIMER & BAER, INC., 400 N. Wells, Chicago, Illinois**

Please send me complete information on how I can use your Direct Mail Program.

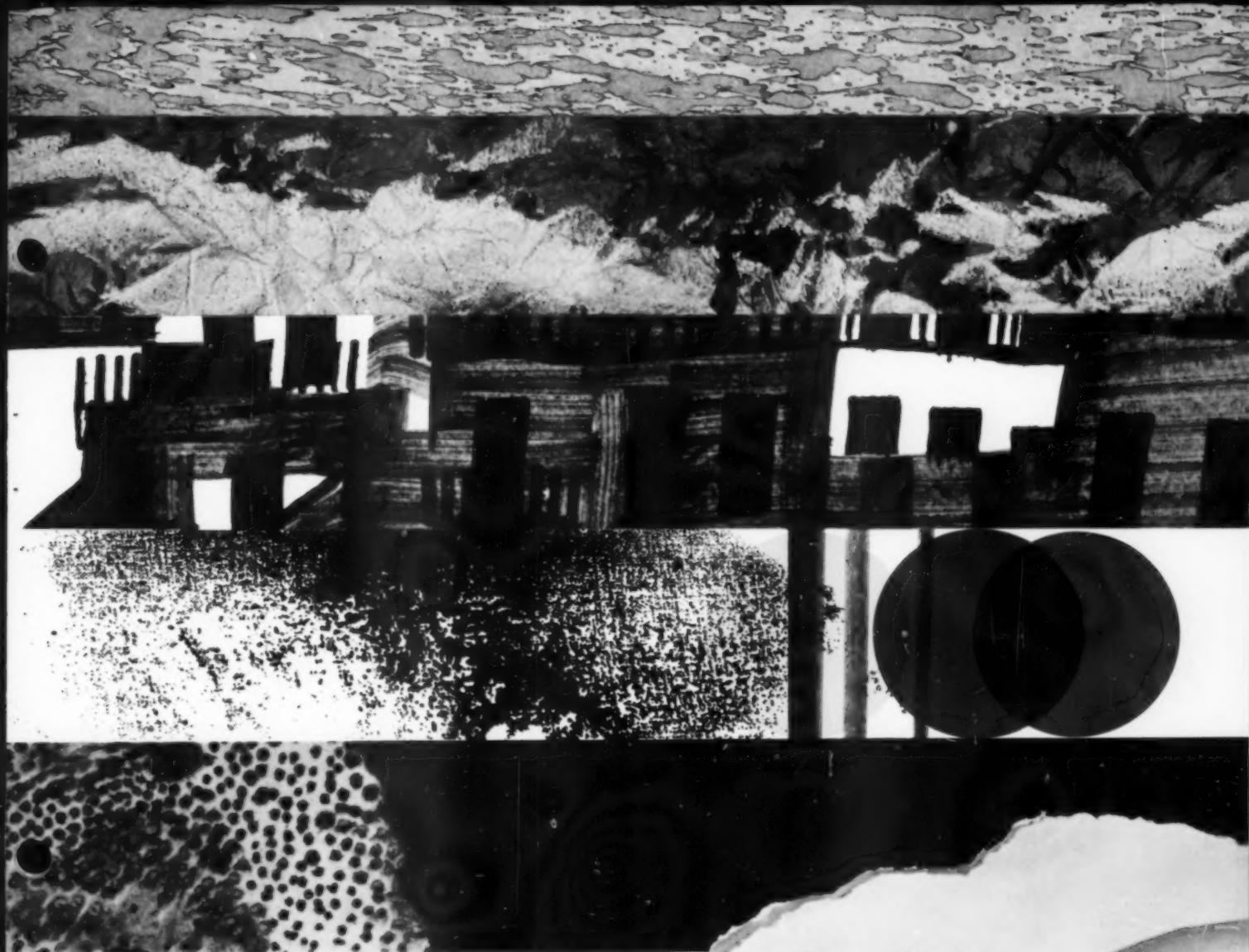
Your Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





**This is Penn/Brite Offset - the value sheet**







## This is Penn/Brite Offset - the value sheet

For this latest "torture test" of Penn/Brite Offset's printing qualities, German teacher-designer Hans Hillmann was asked simply to "employ the combination of techniques which you consider to pose the ultimate in pressroom difficulties."

How well Hans Hillmann succeeded is evidenced by his use of solid blacks in close proximity to delicate vignettes... in a range of line and halftone subtleties rarely encountered in a single job... in overprinting of colors and intricate register.

How well Penn/Brite Offset, the value sheet, came through his "torture test" is here for your own eyes to see and judge. For additional convincing evidence, why not choose Penn/Brite Offset for your next job? Penn/Brite Offset, the white, bright, value sheet, comes to you moisturized and double-wrapped. Write for new swatch book and name of your nearest distributor.

New York & Pennsylvania Co., 425 Park Avenue, New York 22, New York

## New York and Penn

Pulp and Paper Manufacturers



Designer: Hans Hillmann, freelance designer of Frankfurt a.M., is also a teacher of graphic design at the Werkakademie in Kassel, Germany. In charge of all graphic design for Neue Filmkunst since 1953, he has won many awards for his posters. He participated in the 11th Triennale di Milano and did work for the Brussels World Fair. He is also known for his contributions to Graphis, Gebrauchsgaphik and Ideas.

Lithographed on Penn/Brite Offset Mark IV, 100# smooth finish



### List Stability Makes a Difference

Naturally, the amount of attention that must be given to a list depends on the stability of the list itself. If, for example, you have a mail-order business aimed at young people, who are constantly moving, getting married, and changing jobs, your list will be in constant turmoil. And the percentage of change per year will be astronomical. If you are addressing businessmen, the change will be smaller. If your mail is directed to a business firm itself, the change rate is lower yet.

Among service professions, the most stable classification is that of architects, who have only a 5 per cent change a year in normal times. At the other extreme are barbers, lists of whom will be found to change 37 per cent a year. The average change in the professions, according to the large mail-order houses, is about 15 per cent a year.

Among the retailers the higher mortality rates occur as follows:

Retail florists .....	27%
Drugstores .....	27
General stores .....	27
Men's clothing stores .....	29
Floor covering and drapes stores .....	29
Women's wear stores .....	29
Delicatessen stores .....	32
Furriers .....	32
Retail auto accessories .....	33

Manufacturing companies are comparatively stable. But the constant activity in mergers, name changes, and new plants means there is much change even in this category.

The most stable addresses, obviously, are those of a business or organization (not an individual) in a category which tends to be long-lasting and which owns its own building — banks, YMCAs, etc.

### Tips on Keeping Mailing Lists Up to Date

Here are the recommended methods for keeping a list's accuracy high by keeping it up to date:

**A. CORRECT WRONG ADDRESSES, REMOVALS, ETC., WHICH KEFEP MAIL FROM BEING DELIVERED.**

#### 1. Use "Section 3547" on third or fourth class mail.

**HOW:** Print the following legend in the lower left-hand corner of your third or fourth class mail: "FORM 3547 REQUESTED." Your own name and address must appear in the upper left-hand corner.

**WHAT HAPPENS:** If the forwarding address is known, the post office will mail the new address to the sender on FORM 3547, for which you pay 5 cents. The mail itself will be forwarded to the new address if the addressee is still in the same post-office area.

If the addressee has left the area, the reason for non-delivery may be written on the mailing piece itself and returned to you in lieu of Form 3547 or, at the postmaster's option, be destroyed if not of obvious value. If you want the mail delivered—when possible—even if the addressee has left the postal area, you must add "Forwarding Postage Guaranteed" under your name and address in the upper left-hand corner of the envelope. In this case, the mail will be forwarded to the addressee, and he will be asked to pay postage due. If he pays, that's all. If he refuses, the mail will be returned to you with postage due for both the forwarding trip to him and the return trip to you.

If the forwarding address is unknown, the use of "Form 3547 Requested" is taken by the post office to be a guarantee of return postage. In this case, the piece will be returned to the sender with the reason for nondelivery marked on the face of the envelope or package and postage due collected at the regular third or fourth class rate. Form 3547 applies only to third and fourth class matter sent out in the regular course of business for purposes other than obtaining the address of the person to whom the matter is sent. It may not be used on first-class mail, or in connection with mail sent primarily for the purpose of collecting past-due accounts. This method of list correction can lead to a certain amount of confusion, particularly if you have a number of lists broken down into several classifications.

When you have multiple lists, it will help a great deal

# HOW TO KEEP A LIST UP TO DATE

by  
**John Yeck  
and  
Jack Maguire**

## PART ONE

### From Planning and Creating Better Direct Mail

to add a code to the address itself. A key letter or number following the state name or on a line below it will do the trick. If you wish, you can print the code as part of your return address, either as a "department" or by changing your street number. Postmen are instructed to include the code on any Form 3547 which they return to you, and most of them cooperate in this regard.

The important thing to remember is that the 3547 correction goes only as far as the postman. As long as your mail is accepted at an address, he will have no reason to return it. So this method of correction is limited. It will not correct misspellings, will not announce the removal or promotion of a person within a business concern unless the mail is refused by the concern, and will not even announce deaths in a home if the mail continues to be accepted.

#### 2. Have post offices correct lists for you.

**HOW:** Submit your mailing list on cards to each post office, and they will correct the cards at the rate of 5 cents for each card you send. There is a minimum charge of \$1 per post office. You pay for twenty whether you send that many or not. Prepare your list in card form, about the size of a post card. One name to a card, with your name in the upper left-hand corner.

**WHAT HAPPENS:** Your cards will be separated and given to each carrier. He checks the names and addresses. But, as in the case of Form 3547, he cannot vouch for titles or correct spelling of individual names within a company. You will not get any changes in personnel. Names to which mail can no longer be delivered or forwarded will be crossed off. New addresses, when known, will be added. Corrections in street numbers, initials, etc., will be made, but no new names will be added.

One word of warning about using this method. If your list cards are imprinted from stencils or by other mechanical means, you can ship them to the post office at parcel-post rates. But if you type or write the cards in longhand, you must pay first-class postage.

There is some feeling that lists submitted in this way get slightly better attention from the average postman than do Form 3547 mailings. Neither service is perfect. While the Postmaster General is anxious to provide completely accurate list-cleaning services and is constantly reminding postmasters of the importance of accuracy in this regard, his determination does not always filter down to the individual carrier. Nevertheless, you will get a very high percentage of corrections. And the corrections which you receive are



nearly 100 per cent accurate.

It helps your mail to get faster delivery if it is properly zoned. There are now 106 large cities in the United States that have postal zones. The post offices will furnish the zone numbers for each name on your lists for their respective cities. No charge is made by the post office for this service.

### 3. Use first-class mail as a final check.

(a) **HOW:** After receiving a "Moved, left no address" or "Undeliverable" notice, or some other vague wording on a Form 3547 report, send your next mailing to the addressee by first-class mail. If this mail is *not* returned to you within a reasonable amount of time, you can assume that it *has been delivered*. You then write the postmaster concerned, stating the facts: "Section 3547 showed mail undeliverable on such-and-such a date, but subsequent first-class mail has apparently been delivered. Why the discrepancy?"

**WHAT HAPPENS:** This letter will put the postmaster on his mettle and you will receive a high percentage of new, corrected addresses.

(b) **HOW:** Another method of using first-class mail after third or fourth class has been returned is to write the recipient, first-class, with a reply card enclosed (or use a double post card, which is entitled to first-class handling) and ask the recipient to give you his correct address.

**WHAT HAPPENS:** Either you get the reply card back with the correct address and correct your list, or you get the first-class mail back, which indicates that the post office really couldn't deliver, or you get nothing back (which will frequently happen if the recipient is not particularly interested in your mail at the moment). In this case, you proceed on the assumption that the mail was delivered and write the postmaster as indicated above.

*The Groller Society, Inc., uses the following plan:*

"To keep our list up to date, we use Form 3547 Requested on our mailings twice a year. And because we have found that not even the post office is infallible, we have developed a special follow-up procedure. If the post office returns mail marked, 'Moved—left no address,' we immediately re-mail the offer to the customer via first-class mail. If it is not returned, we assume that delivery was made, the post office now knows the new address, and another offer is mailed under Form 3547 to obtain it. If it is returned, we re-mail the same offer under Form 3547. We keep re-mailing to nixies, alternating between third-class with 3547 and first-class, for eight months before we finally give up. At that point, less than 1 per cent of our customers will have been lost."

**4. Use a certified letter with return receipt requested.** Because the generally high quality of postal service is not universal, you may have a few important names which cannot be cleared by Section 3547 or first-class mail with a follow-up to the postmaster. In these cases, certified mail can be used.

**HOW:** Send a certified letter to the last-known address (cost: first-class postage, plus 20 cents). When you send it, you may:

(a) Ask for a return receipt, which will show to whom, when, and where delivered (cost: 35 cents).

(b) Ask that it be delivered personally to the addressee and request a return receipt (cost: 50 cents for restricted delivery plus 35 cents for the return receipt), showing to whom, when, and where delivered. (Note: Be sure to ask for the receipt, which includes *where* delivered. A return receipt showing only to whom and when the mail was delivered is also available.)

**WHAT HAPPENS:** In either case, after the letter is delivered, the return receipt will be returned to you and will show to whom, when, and to what address the letter was delivered. If a certified letter is returned to you as undeliverable, you can be sure that the addressee is really lost. (Note: You may also use a registered letter in the same way. It would cost you 15 cents more, however, and serve no particular purpose as a list cleaner.)

**5. Make corrections as shown in Postal Bulletin.** If you want the best possible accuracy in your list and if you mail



**JOHN YECK** for all his youthful appearance is known in direct mail circles as one of the granddaddies of the medium. His Dayton, Ohio, based agency has produced countless outstanding campaigns, many of which have been reported in these pages.

a reasonable amount of mail to small towns, either in urban or rural areas, you might want to correct addresses wherever post-office names have been changed or eliminated.

**HOW:** Subscribe to *Postal Bulletin* and make changes as they are announced.

**WHAT HAPPENS:** The *Postal Bulletin* is a weekly news bulletin issued by the U. S. Post Office to give instructions and information to its employees. Any interested citizen may subscribe, however. And, since all post-office changes are listed in the bulletin, you can make corrections in your lists as soon as such changes are made.

### 6. Use the services of Western Union.

**HOW:** Use Western Union and "interview forms," which they will check out and return to you. Take them to your local Western Union office.

**WHAT HAPPENS:** Western Union distributes your forms, with the latest names and addresses on them, to its offices all over the country. Western Union operators contact the individual company by phone or in person, and verify the name and address or correct it. At the same time, they can handle any other information which you might want or need. It may take them a month or two to correct completely the entire group, and an estimate of costs may be from 25 to 30 cents per completed interview plus postage, and any long-distance phone charges . . . but you will actually have a personal follow-up on each name and address.

**B. CORRECT NAMES, SPELLING, ETC., AND ELIMINATE REMOVALS, DEATHS AND INCORRECT ADDRESSES ON MAIL WHICH IS BEING DELIVERED BY POST OFFICE BUT IS NOT REACHING THE CORRECT PERSON SATISFACTORILY.**

#### 1. Put notice on the envelope, asking for corrections.

**HOW:** How you handle this method will depend upon your list. If your mailings are generally to individuals at their home addresses . . . any message on the envelope would presumably be addressed to the recipient. It would probably read . . . "We are anxious to address you correctly. If your name and address are not exactly correct, please make the corrections and return this envelope to us." The notice-on-the-envelope technique, however, is usually used when mailings are addressed to persons within a large business or organization. In most firms of over two or three people, the person who opens the mail is not the addressee. On the other hand, she does dispose of the mail addressed to people no longer with the firm, using judgment on whether to forward the mail or destroy it. A message addressed to her might read: "To the person who opens this mail: We want to be sure that the information we are sending reaches the right person and that we have correctly spelled the name and address. If the person to whom this mail is addressed is no longer with your company or if the name or address is inaccurate in any way, won't you please make corrections and return the face of this envelope to us?"

**WHAT HAPPENS:** Naturally, you don't get cooperation from all secretaries. But you'll get corrections from a reasonable number. Some of them will even write notes indicating that you are addressing the wrong man in the company or that your addressee has a new job. While this is probably the least effective of the methods used to make



JOHN (JACK) MA-GUIRE compliments John Yeck's businessman's approach with the searching curiosity of a scholar. As Professor of Business English at the University of Illinois, Urbana, Jack has been a key figure in annual Direct Mail Institutes held there each Spring.



these corrections, it is also the least expensive and does get you some corrections without much effort.

**2. Insert with mailing a slip or reply card requesting corrections** (effective for lists which recipients want to be on).

**HOW:** What sort of slip you include is limited only by your imagination. But probably the most common one is the simplest. It provides space for the previous name and address and present name and address. It may or may not be a reply card.

**WHAT HAPPENS:** Obviously, unless you are mailing to people who are definitely interested in your mailings, you get relatively low returns. They improve with the use of a reply card. When enclosed with dividend checks or informative or interesting mailings, however, a reply card will correct a high percentage of errors.

**3. Addressograph name on reply card.**

**HOW:** Instead of including the usual "name, firm, and address" blank lines on the reply card, use your addressing plate for both the envelope and the reply card itself. Then, at the bottom of the reply card, include the line, "Is your name and address correct?" Of course, this method will secure corrections only from those who reply to your mailing. But if you use it consistently, it will improve your list. In addition, this method has an added value. You'll undoubtedly get a greater number of inquiries from a mailing when you prepare the reply card in this way.

**4. Write the entire list asking for help.**

**HOW:** Prepare a post card or letter and return card (business reply is usually more economical than a government post card) asking for assistance in correcting your list. If the mailing is on the humorous side, or otherwise "unusual," it will generally pull better returns. Stagger these mailings so that an even flow of work can be maintained, avoiding a sudden burden on your clerks.

**WHAT HAPPENS:** Even if people aren't particularly anxious to receive your mailings, many of them will almost automatically make the correction and return the card if you take the trouble to write them a carefully worded letter about it and provide the postage for the return of the correction. They feel it's only good manners. This is an excellent method of correcting your list.

**5. Phone, on local lists.**

**HOW:** Simply call the company and ask for the personnel department. This department is usually willing to help you correct the names and titles of a reasonable number of people in the firm if you are mailing to them on business matters. If a firm is obviously too small to have a personnel department, or if the telephone operator indicates that they have none, just ask whoever answers the phone.

**WHAT HAPPENS:** This method gives you about as close to a 100 per cent correct list as you can obtain. While it may seem comparatively expensive, it is not nearly as expensive as an incorrect list.

**6. Take off names which have not purchased or responded in a reasonable length of time.**

**HOW:** To do this correctly, you must keep track of the date on which each name was placed on the list (otherwise

you would be tossing off your newest prospects), and you must have an easily accessible record of purchases. With these two sets of facts, you merely check the one against the other and remove the inactive names. Possibly, as part of your final mailing, you may enclose a note expressing regret at the fact that they have not purchased and asking if this is due to any fault of yours. Indicate that you intend to drop them from the list after the current mailing unless you hear from them in the meantime. Such a note often produces response when normal methods have failed.

**WHAT HAPPENS:** It is obvious that you have eliminated a good deal of dead wood at the risk of very few potential future sales and have, therefore, increased the effectiveness of future mailings by a considerable degree. Now you can add more "live" names without increasing your promotion budget.

Even those potential future purchasers may come through if you add a "last-mailing" warning. Some subscription-renewal efforts, for example, are continually rejected by subscribers until they are notified that they aren't going to get any more appeals (perhaps with their address plate enclosed). Then they hop to it and send in their subscriptions. In any event, it's a wise idea to make some kind of special mailing slanted particularly to the non-buyers before you throw them away.

**7. Print, "Is your name and address correct as we have it?" on invoices, delivery slips, and other communications containing names.**

**WHAT HAPPENS:** Like printing a notice on the outside envelope, this method produces a low percentage of corrections. However, since it costs practically nothing and is constantly at work, it does have a good effect on the list.

**8. Encourage customers to shop under one name.**

In mail-order selling to individuals, particularly, many members of the same family are likely to sign orders from time to time and find themselves added to your list as "new customers." This can even happen on some lists when a "Mr. Jones" living on a rural route signs his given name on one order and his initials on another. Since all the duplicate names on the list are "correct," you can easily mail indefinitely to a list that is full of duplications.

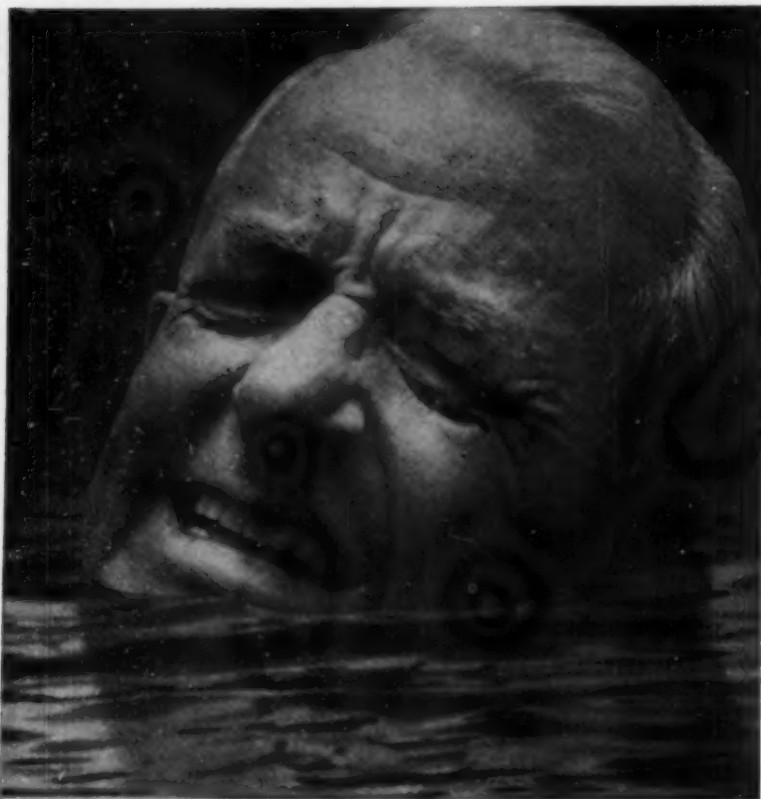
**HOW:** Put a message on your order blank suggesting that all members of the same family shop under the same name. It is also practical, in some cases, to include this suggestion in your catalog or mailing piece itself. You can imply that it helps the customer's credit record to be listed as a larger buyer or that it can help reduce your selling cost and eventually your price by eliminating duplication. Include a note, "If you have moved or changed your name since your last order, please give old name and address below."

## NEXT MONTH

John and Jack will cover: periodic review of lists, how to keep a list growing, list rental, and to reduce errors in handling and maintenance.

The book from which this chapter is extracted, *Planning and Creating Better Direct Mail*, will be published by McGraw-Hill, 330 West 42nd Street, New York 36, N. Y. sometime this month. Price will be \$6.95.





**"I screamed for pump service  
and they send me a salesman!"**

"40-dozen housewives . . . the mayor . . . and every important business man in town on my back and the manufacturer sends out a salesman to fix my pump. That beats anything I ever heard . . . expecting a salesman to double as a serviceman . . . I need a man who knows pumps and fixes pumps for a living. I need him bad . . . RIGHT NOW!"

*Trained service . . . one of the inherent qualities you get when you buy Allis-Chalmers. Industrial Equipment Division, Allis-Chalmers, Milwaukee 1, Wisconsin.*

A-1250

**ALLIS-CHALMERS GIVES  
TRAINED SERVICE**

At Allis-Chalmers, the servicemen "service" and the salesman sell. Every regional office has available a network of specifically factory-trained men to service pumps "on the spot." Certified Service Shops can rebuild equipment quickly . . . save you transportation expense and time. When you call for service, you get service . . . from servicemen. The quickest and best offered by any pump manufacturer.

# **■ A Funny Thing ■** **■ Happened On The ■** **■ Way To The ■** **■ Waterworks ■**

**F**OR EVERY AD MANAGER who thinks a little humor will help his advertising, there are twenty who wouldn't touch the funnybone approach with a ten-foot feather. And yet, example after example of well-executed humor campaigns shows that laughter can be promotion's best friend.

Take Allis-Chalmers, for example. Don LeRoy, manager of Allis-Chalmers' Industrial Equipment Advertising, wanted to reach buying influences in water and sewage. Object, the sale of pumps for municipal waterworks. What's funny about waterworks? And what about municipal officials? Traditionally, they're supposed to be civic-minded stuffed shirts, too busy to take a little time from their busy schedules for a laugh. The dignity of their office wouldn't permit them to consider an approach on the humorous level.

Despite the apparent unfitness of the humorous approach, a four part campaign managed to increase Allis-Chalmers pump sales 13% in 1960 over 1959, with a 21% increase registered in the first three months of 1961. Inquiries for quotations increased an even greater percent than sales in this same period which, according to the pump sales manager, Howard Godfrey, Jr., indicated that the promotion part of the marketing plan had led the way.

## **\$60 Million Potential**

The total potential for municipal waterworks adds up to \$60,000,000, hardly what you'd call a minor market. Although Allis-Chalmers has been an accepted supplier of municipal pumps for over 90 years, in recent years sales have been captured by the lowest bidder (where specifications are based solely on standard pump design, dimensions, materials, capacities, etc.). The pumps are only a part of 1500 products sold by Allis-Chalmers Industries Group's 475 salesmen in 77 district offices, who sell direct to user.

The overall objective, therefore, was (1) to convince customers that the price isn't the only important criterion for granting the pump order; (2) to demonstrate the importance of application experience, on time delivery and dependable service; and (3) to get the district office sales force to spend more time on this high potential product and market. Hence, advertising and promotion concentrated on these three major appeals—experience, service, and delivery—rather than product features.



Three ads appeared twice each in *Water & Sewage Works* and the *Journal of American Waterworks Association*. Copy, art and approach of these ads were very similar to the direct mail segment of the campaign.

Four direct mail pieces were sent to a list of buying influences obtained from the subscription list of *Water & Sewage Works*. To influence A-C's own salesmen, direct mail pieces were also sent to each of them, each piece accompanied by a covering letter.

The first piece was an eight page folder reprinting each of the space ads. It was followed by three more pieces, each one stressing a single point.

The second piece — "Wanted Guinea Pigs"—showed the danger of installing a low-price pump which hadn't as yet been thoroughly tested in operation.

The third mailer was a four page piece of sheet music for a ballad called "Promises, a Ballad of Pathos in the Pump Room." It was accompanied by an actual recording of the song. The lyrics are fully explanatory.

You promised that day in December  
That I'd get my pumps in the Fall  
That was three years ago last  
December

I should not have believed you at all.

**Chorus**

Oh, you menaced my job and my  
future

Made a dope out of me and my kind  
For the promise you made in  
December

Was a cad's way a contract to bind.

The fourth piece, a four page French fold, shows a beleaguered water commissioner on the first page, going down for the third time, with the caption: "I screamed for pump service . . ." Inside, a die-cut snorkel tube pops up from a center fold, and the caption continues, "but I might as well have gone skin-diving." The theme here, too many pleas for service and maintenance are answered by sending a salesman. To underscore the humor, a snorkel was offered free of charge for just sending back the attached reply card.

Working from a budget of less than \$25,000 (for space and direct mail combined) the Allis Chalmers Industries Group seems to have done a fine job of increasing their share of market. And the fact that they did it with the light approach might encourage some of you to reconsider the overly-serious theme you may be presently using. If the way to a man's heart is through his stomach, it might follow that the way to his pocketbook is through his funnybone. •

# PROMISES

a ballad



Made popular  
by  
MR. HUNTER MACK

Above, the cover of the sheet music for *Promises*, a humorous ballad about troubles in the pump room. Below, the front of a simple folder which described the dangers of being a guinea pig for someone else's untested pumps. This campaign won an honorable mention in AIA's Best Sellers Awards for 1961.

## WANTED: GUINEA PIGS



no 'experience clause' necessary

## LOOK FOR INFORMATION ON THESE TOPICS

- Industrial Advertising
- Inquiry Seeking
- Humor
- Stimulating Salesmen
- Space Advertising



Don't miss this  
cosy invitation.



...to watch "The Bullwinkle Show" every Sunday night on NBC. Like Mavis Mae here, millions of Americans never miss it. Unfortunately for us, they don't miss it one bit. But that's showbiz.

(\*The Bullwinkle Show\* has been selected for viewing by the Peace Corps overseas. The producer, Jay Ward, has been selected for viewing by the Menninger Clinic

Jay Ward Prods.

ONE LOOK AT Jay Ward's Film Series of the Month offer, and you know that Columbia and Book of the Month and Doubleday aren't worried. Still, you have to hand it to Ward—how he stays in business without being committed to an institution.

The whole ridiculous business began in April 1961 when Ward, a producer of TV films, mailed out his first offer to the advertising and sponsor trade. Here's the copy.

Now . . . offering the ease and convenience of the Book-of-the-Month Club or the Record-of-the-Month Club, Jay Ward Productions presents the FILM SERIES OF THE MONTH CLUB!

As a member of the Film Series of the Month Club, you simply agree to buy six (6) TV series during the coming twelve (12) months at our usual price plus a small charge for mailing and handling. After you have bought six (6) series from us, you will receive WITHOUT CHARGE a bonus series which you may select from the attached list of Jay Ward shows.

If you are NOT interested in this month's selection, then fill out the coupon below and return to us promptly! Otherwise, we will ship the entire 39 week Series of the Month to you and bill you for \$2,000,000.00 to cover handling, mailing, and production costs.

Below was a coupon with the line: "I don't want this month's Film Series of the Month because . . ." and then space for a reply.

Also included with the announcement was the program sheet, featur-

ing the selection of the month—*Aquasmoke* — "combining the best features of two high-rated shows, the old Ward magic brings an underwater Western to the screen for the first time. Chester, played by Buster Crabbe, has one oxygen tank shorter than the other and swims with a noticeable limp."

Alternate selections available: *Sacco Loves Vanzetti*, which revolves around two neighboring families and their hapless, fun-loving fathers—out on bail and facing a murder charge; *The Weather News*, with Norman Vincent Peale, clearly a way to make those dark days seem brighter; *Fangie*, the heartwarming story of a rabid dog and the snotty kid who owns him; and *The Unreachables*, a group of law-abiding Italians who bring Scottish, Irish, Jewish and Brazilian bootleggers to justice.

The next time a Monthly Club Bulletin was mailed out, it carried this extra paragraph.

You will note that the coupon calls for you to give a reason for rejecting the month's selection. Therefore, we must caution you to have better reasons than you did last month. Some of the excuses were pretty flimsy and far-fetched, we must say! However, since it was the first month, we thought it best to be lenient with you. However, from now on, if we feel your excuse is not acceptable, we will send you the selection anyway. (We hope you take this in the spirit in which it is offered. It is a threat.)

Another mailing from Ward announced the introduction of Cerise

OPERATION  
**LOUD**  
M O U T H



Stamps, one stamp available for every \$100,000 worth of productions purchased. One of the valuable prizes available for cerise stamps — the Golden Gate bridge for 75 books.

The fourth mailing "from the incredibly messy desk of Jay Ward" was a 1971 issue of *Variety*, the bible of show business, hailing Jay Ward as TV King. Ward, the paper reported, had purchased Desilu, while Desi Arnaz was buying Cuba.

Still another mailing heralded the Jay Ward Pyramid Club.

"It's so simple," the copy said, "Just buy one (1) film series from Jay Ward Productions (for instance *Fractured Flickers*, *Watts Gnu*, or *The Green Hopper*). Then send it to the advertising agency at the top of the list. Your name is added to the list and you work to the top in no time. If the chain remains unbroken, the agency at the top of the list will receive 2,458 Jay Ward Series!"

The Peace Corps took a ribbing in another mailing. Announcing the Jay Ward Peace Corps, the message read:

Applications are now being taken for those interested in serving in the Jay Ward Peace Corps, an organization dedicated to putting out the Jay Ward Productions message to underdeveloped ad agencies and sponsors throughout the free world. Since the formation of the Jay Ward Peace Corps was first announced, three applications have poured in from

## Insanity Runs Rampant As Jay Ward Productions Gets Its Name Before Advertisers and Sponsors

### LOOK FOR INFORMATION ON THESE TOPICS

- Regular Reminder Mailings
- Humor and Satire

- Copy
- Format

all parts of the country. This daring innovation has fired the imagination of all America.

Still another mailing took a left jab at mass coupon mailings. Three different colored coupons, each offering 10¢ off the \$2,000,000 price of *Watts Gnu*, *The Green Hopper*, and *Simpson and Delaney*, was accompanied by a short note.

Dear Occupant:

We are proud and happy to be able to extend to you this exciting offer from the makers of "Rocky and His Friends" and "The Bullwinkle Show!"

As a special introductory jubilee offer, Jay Ward Prods. will allow you a 10¢ discount on three of their all-new comedy series! Your valuable coupons are enclosed.

This offer is limited, so hurry down to your local Jay Ward representative today.

It would be impossible to describe all the pieces Ward mails out since the program will continue on a weekly and semi-weekly basis for the next two years. Moreover, words can hardly do justice to the layout, typography and choice of photographs used in the creation of these pieces.

As for results, there are none that can be readily measured. Bearing in mind Ward's objective, to keep his name in front of advertisers and sponsors — this very unusual technique can hardly fail to bring attention. Whether this attention will be favorable or unfavorable remains to be seen, but it is hard to imagine recipients not looking forward to receiving these impudent, brash, and clever pieces of self promotion. •

Ward replaces Arnaz as TV King in this "pre-publication" copy of *Variety*.



**DAILY VARIETY DAILY**

Vol. 510 No. 28 Hollywood, California April 13, 1971 Ten Cents

# JAY WARD TV KING!!

### NBC In Last Personnel Layoff

Ultimate NBC personnel cut was made yesterday with the resignations of Board Chairman Robert Sarnoff and his secretary, Maude Mac Congan. Sarnoff and Miss Congan have been NBC's lone employees since March 15, when General David Sarnoff voluntarily retired with a permanent rank of colonel.

The cutback was made as a result of a recent company survey made by a firm of business consultants. It is understood that the entire network operation is now being handled by the new RCA-N24 Computer.

### 'Sebastian' to Roll; Cast Set

Tuesday Weld, Jerry Mathers, and Prudence and Patience were signed yesterday by producer Jerry Wald to star in "Where's Sebastian?", his cinematic remake of "Suddenly, Last Summer". Production rolls in New Orleans next week.

Previously set were Jay North and the Lessem Sisters.

### Neilsen Top Ten

Neilsen Top Ten for March has "Aquascope" in first place, followed by "Sacco Loves Vanzetti", "Fangie", "Deep Six", "Peter Spengler", "Waterlogged", "Gunsmoke", "Chet and Dale" and "Sharkbite". All except "Gunsmoke" are Jay Ward Productions.

### 'CLEO' to Drydock

Shooting has been delayed for the eight hundred and fiftieth time on Metro's multi-million dollar epic, "Cleopatra". Soapage is due to severe case of athlete's foot contracted by star Liz Taylor.

Director Rouben Mamoulian has been replaced by Miss Taylor's physician, Dr. Rex Kinnaman.

### Paar In Gnu Beef

Jack Paar says he will refuse to pay scale to performers who appear for sub-scale salaries on the "Watts Gnu Show". Gnu has reportedly challenged Paar to debate the issue on his show before a studio audience.

### Buys Desilu; Arnaz Buys Cuba

#### Two-hour Videogeries Seen

Latest trend in nighttime programming seems to be toward two-hour-long shows. Best example is new ABC Sunday night series "Gone With The Wind", which beams at 7:30. Major rating battle looms as CBS counters with its new "Ben Hur", starting at 7. NBC is reportedly prepping deal with Marlon Brando to direct and produce series utilizing his excess footage from "One-Eyed Jacks", each seg to run four hours.

### 'Cinerama' FeeVee Fare

Praxy Darryl F. Schultz of Tollvision, Inc. has announced purchase of four Cinerama features to be loaned for feevees. Hith is that home viewer needs these TV sets to pick up entire picture. (continued on pg. 8)

### Oaters in Swansong

Since only one western series appears in the latest Neilsen Top Ten, industry speculation is that oaters have gone "thataway". However, there are now 46 skin-diving shows set for fall schedule.



SOME NEWSPAPERS WOULD have you believe that shopping guides are shoddy unwanted visitors into the customer's home. They will tell you that the tabloid collection of advertisements delivered each week in the mail box, usually to "Occupant," is a vile stranger to be tossed away at the first opportunity. In their editorial pages they will usually refer to these competitors by a four letter adjective well known to all of us.

In reality, the average shopping guide is read and read thoroughly. It is not uncommon for keyed ads in shopping guides to outpull similar ads in local papers by as much as 2 to 1. No wonder then that local newspapers have an axe to grind with their plain jane competitors.

Shopping guides, by definition, are advertising papers distributed free of charge within a well defined trading area. They flourish in cities of 3,000 to 50,000 population and cover close to the 100% saturation point of a given trade area. All are entered as third class matter at their post office, although some use carrier boys to cover their city, and mail copies for rural and nearby villages. Most are issued weekly.

For the purpose of this story, we will not cover the publications published to serve large metropolitan areas (usually printed on web fed letterpress equipment and hand distributed by circulation agencies) or

the "shoppers" published by some newspapers. The latter are supplements to the paper and contain ads from the newspaper for which an extra rate is charged.

#### 1000 Shopping Guides

"Not counting the shoppers published as an adjunct to a newspaper enterprise," says S. T. Barkman, Executive Secretary of the National Association of Advertising Publishers, Berlin, Wisconsin, "there are at least 1,000 free circulation shopping guides and free newspapers. The typical shopping guide carries little news—the ads are the news. In several areas of the United States 'free newspapers' are popular. These free papers carry local news on the front page, and some editorials, but they are primarily shopping guides."

The National Association of Advertising Publishers is composed of 252 publishers of over 300 free circulation papers. In addition to regular member services, a supply and equipment store is owned and operated in Berlin—the profits from which are used to support programs for the publishers such as publishing and distributing an annual Rate and Data Guide, lobbying on postal rates, etc.

The greatest concentration of shoppers is in the Midwest spreading east through central New York State. However, they are published from

coast-to-coast and from north to south and are mushrooming in the new neighborhood shopping areas.

Who published the first shopping guide is not known. But the Booster, at Carmel, Indiana, and the Weekly Reminder, at Pierre, South Dakota, are among the oldest, both claiming to be at least 34 years old.

Many shoppers were started during the 1930's depression. With a typewriter, mimeograph machine and a willing wife for a partner, a corner of the home was turned into a place of business . . . and another shopper was born. After World War II and the Korean conflict, many a young man was eager to go into business for himself and the shopping guide offered the opportunity to be his own boss, to do something creative and profitable. Opportunities were ripe everywhere and the hometown boy was usually welcomed, along with his shopper.

#### The Huntington Pennysaver

Two such men were Dunlap Fulton and George Carter, partners in the highly successful Huntington *Pennysaver*, 110 East Main Street, Huntington, New York. In 1954, operating from Dun Fulton's sunporch, the first mimeographed edition of the *Pennysaver* was published. It was—as they both will testify—pretty horrible, since neither knew anything about

# SHOPPING GUIDES— BIG BUSINESS GETTING BIGGER

*by Peter S. Fischer, Managing Editor*



operating a mimeo machine. Local seers gave them three weeks, no more.

Working from a plan given to them by a fellow shopping guide publisher in PennYan, New York, they stuck to it. Gross sales for the first year were only \$30,000 and though things were grim indeed, they felt they were making some progress.

In a short time, the mimeo machine moved from the sunporch to Dun's basement, while the number of pages and the number of ads increased. In 1956, a second edition for the Huntington Station *Pennysaver* (a nearby town) was started. Until 1959, both George and Dun worked 10 to 12 hours a day, six and seven days a week.

Things have calmed down a little now. Even with the addition of two more editions of the *Pennysaver* (for nearby Commack and East Northport) the atmosphere has changed from one of perpetual panic to a comfortable, well ordered work schedule. They now operate from their own building just east of the main part of town.

Dun Fulton oversees the sales end of the business and employs several salesmen who contact local retailer advertisers and prospective advertisers. George Carter handles the production end and makes sure the papers get out on time to the right people.

From the modest gross in 1954, the business has grown to over a quarter of a million dollars. Most of this comes from the *Pennysaver*, although a small part of revenue derives from odd printing jobs produced on the firm's Davidson offset press.

The paper is now printed by an ATF Green Hornet web offset. This machine prints 4 pages at once at a rate of up to 30,000 per hour, and automatically slices each set of four off the roll, ready for collating.

Orders are received by the advertising department and copy is prepared for metal offset plates. IBM typewriters print most of the body copy, while many of the headlines are prepared from a FotoType headline printer. Halftones furnished by advertisers are prepared with a 133-line screen. Many ads use line art purchased from art services and/or clip books. The art department organizes copy and art and prepares the plate for camera. Getting the right ad in the right edition is a major problem since many advertisers place the same ad in more than one edition.

The covers are the first to be printed since the covers also carry the street address. Dun usually picks up the art and copy for these pages on the Monday a week preceding the Wednesday publication date. The sheets are printed and then ad-

ressed before the covers are collated with the remainder of the issue. Dun and George are trying (so far unsuccessfully) to develop an addressing machine that will address the completed papers at the end of the collating process.

Three different addressing systems are used—Speedamat, Elliott and Addressograph-Multigraph. Slowly, a conversion is being made until one day they foresee all names being addressed with Speedamat plates, the system they feel is the easiest to work with in their particular operation.

Once the pages have been printed, they are placed in a collator, specially developed by another shopping guide publisher. This collator consists of eighteen stations (three rows of six) each of which handles a four page sheet. Hence, they can collate a 72 page paper in one operation. Previously, collating was done by hand with single sheets, which had been printed and sliced by the ATF. *Pennysaver* will use up 640 rolls of newsprint each year.

#### An Effective Ad Medium

The rate for a full page in the *Pennysaver* is \$49 for a circulation of 12,000. The page rate of the local town weekly is slightly less, but its circulation is only 9,000 for the same area covered. Various tests have shown that the effectiveness of *Penny-*

COMMACK - SMITHTOWN  
**PENNYSAVER**  
PUBLISHED EVERY THURSDAY  
BY HUNTINGTON NEWS SERVICE, INC.  
CIRCULATION 8,200

**SPECIAL OFFER**

**WASHING MACHINE TUNE-UP**

**10 POINT WASHER CHECK-UP**

**Only \$2.50**

**LABOR & MATERIALS INCLUDED**

**THIS IS WHAT WE DO**

1. CHECK HOSES
2. INSTALL NEW NOSE WASHERS & TIGHTEN CONNECTIONS
3. GREASE & OIL MOTOR
4. GREASE & OIL TRANSMISSION
5. TIGHTEN BOLTS & DRIVES
6. CHECK & C- LINE CORD & REPLACE PLUGS
7. CLEAN FILTER & FILTER CHAMBER
8. CHECK DRAIN HOSE & CONNECTIONS
9. BALANCE SUSPENSION BRACKETS
10. CHECK & SECURE GASKETS.

ISSUE DATE  
PAID  
SUBSCRIPTION  
PERMIT NO.

110 EAST MAIN ST.  
HUNTINGTON, N.Y.  
HAMILTON 5-5252  
PHONE 8-7744

**SPECIAL THIS WEEK**

**NO SERVICE CHARGE**

ON • MAYTAG  
• FRIGIDAIRE

**Free EMERGENCY SERVICE**

ON ELECTRIC  
RANGES, DRYERS,  
WALL OVENS,  
DISHWASHERS

**Island APPLIANCE SERVICE CO.**

410 LARKFIELD RD.  
EAST NORTHPORT **AN 6-2708**

Left, the unprepossessing cover of a typical edition of the *Pennysaver*. Far from glamorous, the shopping guide is eagerly read by residents who receive it free each week in the mails. Right (top) the art department prepares pages with photo-lettering and typewriter from which (center) metal offset plates are prepared on the premises. After printing the pages are put together (below) by a collator especially developed by a shopping guide publisher to handle up to 72 pages at once.





saver display ads is considerable.

A Long Island bank placed identical ads in 21 different publications. The winner with 433 coupons returned was the Long Island daily *Newsday* with a cost per inquiry of 43¢. Tied for second was the *Huntington Pennysaver* (135 coupons) and the *South Bay Shopping News* (another shopping guide—147 coupons) each at a cost per inquiry of 59¢. The local weekly paper finished 16th with 17 coupons at a cost per coupon of \$4.12.

A local merchant decided to find out which ads were pulling best and tested identical ads in the *Pennysaver* and the local weekly. The *Pennysaver* outdrew the paper 2 to 1.

Not all ads are display, and a great deal of the advertising revenue comes from "Reader Ads," a sort of classified potpourri in which commercial firms and citizens alike try to sell everything from bulldozers to blintzes. The rate for a non-commercial reader ad is lower than the rate charged a merchant.

A druggist was hesitant about advertising in the *Pennysaver*, and his excuses were legion. Chief argument was that the *Pennysaver* would not bring in business since nobody read it. To prove that his shopping guide was being read, Dun Fulton borrowed a gimmick from a fellow publisher and inserted this ad in the paper. "For sale. One used fourbesider with built-in Hemingway. Only one left. Call immediately." He gave the druggist's phone number.

The druggist was immediately besieged by phone calls from eager prospects wanting to buy the last remaining fourbesider. He implored Dun to remove his phone number from the ad with the next edition and since that time has been a steady advertiser in the shopper.

#### What's Ahead

The future looks bright for shopping guides. The exodus of city dwellers to suburban areas assures the formation of many new small cities ideally suited to a shopper's

existence. And past performance indicates that shopping guides can be established and operated profitably with hard work and perseverance.

Like other enterprises that depend upon the mails, postage rates are of vital concern to the publishers of these papers. Whether increased rates will stifle the growth of these papers is anybody's guess.

A spokesman for the Department of Commerce at the rate hearings this year described these publishers and the people who work for them (along with tens of thousands of others dependent upon direct mail for a living) as an "inconsequential part of our economy." We ask the Department, aside from the well-being of these individuals, what is inconsequential about the business being generated by the publication of some 1000 shopping guides every 52 weeks of every year, particularly in light of the effectiveness they have displayed in getting the customer to the store? •

#### THE NIGHT LIFE OF A CONVENTION DELEGATE As Seen By



His Wife



His Neighbors



His Secretary



His Office Pals



His Boss



Himself

With DMAA Convention time finally here, we thought it appropriate to reproduce this cartoon from the always good "Standard Time" house magazine of The Standard Envelope Manufacturing Company, Cleveland 14, Ohio. Hope no one takes this cartoon seriously. It just is clean fun. Everyone knows that DMAA Convention goers are models of propriety and sobriety. It's a round of Busy, Busy, Work, Work, Work.



# HOW TO START A MAGAZINE

IF YOU HAVEN'T yet seen the first issue of *Country Club Woman*, don't start rummaging through your magazine rack. Chances are you don't have one. Officially, "Volume 1, Number 1" won't be published until March 1962, but a prototype, mailed to influential women in country club circles, was instrumental in building circulation and pre-selling advertisers.

In order to produce this prototype, a 124-page, 9 1/4" x 12" slick paper volume, liberally spiced with four-color ads and art, George F. Walsh, the publisher, obtained the cooperation of eighty "blue chip" advertisers who agreed to the use of one of their ads in the pilot issue. The entire task of soliciting the free ads was handled by mail. After the prototype was completed, Walsh mailed it, with suitable letters, to the nation's country clubs, soliciting the names of each club's women members. As a result, he now has a list of approximately 160,000 names, almost twice the circulation of the publication he recognizes as a competitor.

## Magazine Fills a Need

Editorially, the magazine will cater to the "complete woman," not just

to her golfing interest. Walsh describes the average country club woman as "... an informed, sophisticated, socially-prominent, modern woman with impeccable taste and the wherewithal to indulge it." Working out the concept, according to the new publisher, was not too difficult. Until recently, Walsh, who has been an advertising man for almost twenty-five years, was a member of the Board of Directors of his country club. One of the most striking trends in the modern country club, he noted, was the increasing enthusiasm and activity of the women members. Recognizing that this enthusiasm and interest could be harnessed into a most attractive advertising medium for quality items with a high price tag, Walsh tackled the job of preparing a prototype.

With nothing more than a nebulous idea and a broad background in advertising, the would-be publisher hand-picked a selection of potential advertisers from the national advertiser directory and wrote an enthusiastic letter to them offering to run one of their ads *free* in his pre-publication issue. Aware that most of these advertisers have spent literally millions of dollars to promote a class

image for their companies, Walsh felt that only a relative few would jeopardize this image by appearing in the prototype of an unknown publication. The reaction among the potential advertisers, however, was startling. In four short weeks Walsh had received more ads than he could conveniently handle. He was forced to call a halt to the offer. In fact, just before the prototype went to press, he was forced to delete 24 pages of editorial material to accommodate the ads he had accepted. Even with this last-minute deletion, the prototype issue was barely under the one-pound limit for third class mail.

## Membership Lists Closely Guarded

The prototype was then put to the acid test. As an experienced board member and country club promoter, Walsh realized that the membership list of practically every private country club was held in strictest confidence. To pry them loose would be a mammoth task, he knew. Yet, confident that *Country Club Woman* would make a place for itself among the women members of country clubs, Walsh prepared the mailings and put them into the mails. (more)



George F. Walsh, a self-described "hacker" on the golf course got the idea for *Country Club Woman* when he was working with the Buena Vista Country Club, Buena, N. J., to help build the club's membership. He resigned his position on the Board of Directors in order to devote more time to the development of the magazine. The father of six, he has operated his own agency in Southern Jersey for the past eight years, and in 1959 purchased a building in Landisville which is the present headquarters for both the agency and the newly-formed publishing company.



# Country Club WOMAN

GEORGE F. WALSH PUBLISHING COMPANY, INC. • LANDSHVILLE, NEW JERSEY  
OXford 1-7755

Dear Country Club Board Member:

The enclosed copy of COUNTRY CLUB WOMAN is one of a limited quantity produced to introduce the magazine to country clubs and advertisers.

Starting in May, 1961, we will send copies of COUNTRY CLUB WOMAN FREE to every woman member of your country club whom an officer of the club will certify is a paid-up member in good standing. To do this we need only the names and home addresses of all your women members. To prove our integrity, we will give you our guarantee that this list will not be sold, rented, lent, or used for any purpose except those connected with COUNTRY CLUB WOMAN.

This is the first magazine in the country club field being edited and produced exclusively for the women members of country clubs. It cannot be purchased. There is no price involved . . . no subscriptions . . . no news stand circulation. The only way a woman member can obtain COUNTRY CLUB WOMAN is through an officer of the club who will send us her name and address and certify that she is a paid-up member in good standing. Incidentally, we must have the entire roster of paid-up women members . . . not just a selected few. That wouldn't be fair.

As a member of your club's Board, you have an opportunity here to give your women members a "bonus" as a result of their membership . . . and this "bonus" will not cost the club nor the member one cent. The advertisers who support COUNTRY CLUB WOMAN make it possible for us to distribute the magazine FREE.

Country club women all over the country will soon be talking about their new, exclusive magazine. Our publicity and promotional campaign is about to begin. Don't wait until your women hear about COUNTRY CLUB WOMAN from members of neighboring clubs and then begin pressuring you to send in their names. Make sure your women members receive every issue. We must have their names within the next couple of weeks.

Just fill out and mail the attached card right away. Do it now! Don't delay. Your women members will appreciate it. In anticipation of your welcome cooperation, thank you!

Sincerely,  
COUNTRY CLUB WOMAN

*G. F. Walsh*  
G. F. Walsh  
Publisher

# Country Club WOMAN

GEORGE F. WALSH PUBLISHING COMPANY, INCORPORATED  
HARDING HIGHWAY • LANDSHVILLE, NEW JERSEY  
OXford 1-7755

Dear Mr. Smith:

Free offers from publishers usually fall flatter than an athlete's mid-section or carry more strings than a professional puppeteer. Let me assure you that there is nothing phony about the free offer described below.

We are planning to publish COUNTRY CLUB WOMAN, a controlled-circulation magazine in the woman's field. In page size it will match Harper's Bazaar and we have developed a striking "feminine" format for the publication.

The prototype is one of COUNTRY CLUB WOMAN is almost ready to go to press. It will be printed in about 20,000 copies and we will use it to introduce the publication to America.

To be sure that our prototype puts its best foot forward, we are making an offer to a few selected advertisers whose products can logically fit our "class" market. Your company has been selected as one whose ad we should like to run in our prototype. If you have an ad which fits Harper's Bazaar specifications (full page, 1/2 page or 1/4 page) we will run it free in the COUNTRY CLUB WOMAN prototype. (Note: Our prototype will be run by the offset process. Good reproduction proofs will suit our purpose. If your ad is in full color, send progressive proofs with repro.) There is absolutely no obligation. More than one ad is permissible if each covers a different product.

Deadline for all material at our office is September 30, 1960. We hope you will let us use one of your ads to turn out the best prototype possible. Either way, though, our sincere thanks.

Cordially,  
COUNTRY CLUB WOMAN

George F. Walsh  
Publisher

Left, one of several printed letters sent to prominent club members to induce the club to release its names so that each member could receive the magazine. Right, an auto-typed letter mailed to advertisers and agencies offering free ad space in the prototype.

One letter, attached to a prototype, was addressed to the Chairman of the Woman's Golf Committee. The letter suggested that the women should discuss the magazine and its controlled circulation offer among themselves and, if they agreed that they wanted to receive it, they should request that the Board of Directors release the list.

Another letter, directed to the Chairman of the Board of Directors, outlined the offer and gave several reasons why the club should take advantage of the free offer and relinquish the lists. Enclosed with the prototype there was also a guarantee from the publisher that the lists would be used for no purpose other than those associated with *Country Club Woman*. Clubs submitting lists of their members were also required to fill out a Certification Form verifying that each woman on the list was

a member of the club in good standing.

In a few days the lists began pouring in. After six months had sped by, almost 160,000 names had been submitted and Certification Forms filed. During the six months, two letters were mailed to the clubs warning of the impending closing out of the free offer.

## Switch to Paid

The conversion of the magazine from controlled circulation to paid has already started, despite the fact that the first issue is still several months away. With the cut-off on controlled circulation at just under 160,000, all new applications are being accepted at the subscription rate of six issues for \$5.50 or twelve issues for \$10.50. For a while, the magazine will be published bi-monthly, and then monthly.

The 160,000 free circulation represents replies from approximately 24% of the original mailing list; hence, there is a large untapped potential readership at clubs not receiving the book on a controlled basis. It is this group that George Walsh feels will eventually bring the paid up to a reasonable level where he can start to cut back on controlled. He expects no trouble from prospects who know of women receiving the book on a free basis since the prospects' own club through non-response to the original offer, is responsible for them having to pay for the magazine.

With circulation already promoted with direct mail, and an advertising promotion program that relies heavily on direct mail, it will be interesting to see how *Country Club Woman* fares in the months to come. The glum-faced crystal ball-gazers who see nothing but bad times will say, as they have always said, "this isn't the right time to start a magazine." They probably said the same thing when *Business Week* was launched in September 1929, one month before Wall Street became Wail Street, and no one had to read a magazine to find out how business was. ●

## LOOK FOR INFORMATION ON THESE TOPICS

- List Building
- Circulation Promotion
- Publishing
- Media Promotion
- Letter Copy
- Controlled Circulation



**O**VER THE YEARS this magazine has criticized the so-called mail order franchises. We have helped the Better Business Bureaus expose the rackets and have furnished evidence of mail fraud to postal inspectors.

Most of the originators have been put out of business by publicity or legal action. Some have been jailed. But newcomers appear and have to be watched.

Last year, another newcomer appeared and we began watching. He offered a franchise plan for \$25, which allegedly would set up any inexperienced person in a profitable mail order business, selling a medical product on a continuing monthly basis.

The \$25 sucker was then entitled to buy from the promoter "professionally prepared" self-mailers which he was to mail to lists bought or prepared by the franchise holder. Orders for the medical product would be filled by the franchise seller. Original focused on selling a month's supply for a small price (25¢) if the purchaser would send four names of persons who might be interested. These, in turn, would get the first mailing. The purchasers of the sample would get a followup trying to sell at full price a continuing order for a monthly supply (@ \$1.95) of the product (copy and printing, of course, supplied by franchise promoter). No one seemed to question why the promoter didn't promote and sell the medical product himself. Perhaps he figured it was more profitable to sell printing.

Incidentally, the promoter recommended a long list of list brokers, compilers and suppliers from which prospect names could be obtained. That item gave us a clue on how we could check up on this new operation. Many of the list brokers and compilers are opposed to the franchise rackets and other misuses of the mail. Some won't even answer inquiries for lists from people obviously working a racket. So we approached several list business friends and asked them to turn over to us all inquiries which specifically mentioned the name of this particular new franchise deal and which were to go unanswered.

#### Survey Is Mailed

So far, we've received the inquiries from more than 100 individuals who had fallen for the deal. Some were from illiterates, but we were able to cull out 75 inquiries which seemed to come from fairly intelligent people who had been operating "the franchise" for three months or more. We mailed to each an automatically typed letter, a survey form containing twelve

questions and a permit reply envelope. Later on, a carbon of the letter, another form and envelope were sent to those not answering first letter.

We eventually received a total of 36 usable replies. Others didn't understand the questions. The non-repliers probably have folded, since we haven't found anyone who has profited by the deal in spite of the glowing descriptions in the promotional literature, such as this masterpiece of descriptive deception:

When Anthony Sambati injured his back and was laid off from work he never dreamed it would be a blessing in disguise. Bedridden for weeks, he decided to start a small mail order business. This was something he could run right from his own home and required very little capital to begin. In fact, Sambati started with less than \$85.00.

He figured that a small mail order business might provide a temporary income to support his family until he got back on his feet. His first step was to obtain a franchise from a large wholesale mail order firm which supplied him with all the necessary catalogs and mailing literature. It wasn't long until his spare-time venture blossomed into a booming enterprise. Drawing a small salary and pouring the rest of the profits back into the business, he soon had others working for him! Today he owns a large retail store, his own warehouse and a beautiful home with all the luxuries of a successful businessman.

Sambati's story is typical of a number of men and women who began a small mail order business with absolutely no previous experience, and made a huge success of it. These "little" people are quietly pocketing big profits every day—many content to keep the business small . . . spending an hour or two each day in the privacy of their own home. No bosses, time clocks or small pay envelopes. No door to door selling, in fact, you never even meet your customers face to face.

No use to bore you with detailed answers and statistics from the 36 fairly intelligent franchise holders out of a known total of more than 100 who paid \$25 to be allowed to spend more money on circulars, lists, addressing and postage on a mail order deal which could not possibly be worked by an unknown, inexperienced person.

Briefly, most of the respondents had been trying the deal from three to nine months (average five months); they had contacted a total of 80 list sources, but 55 either didn't answer or refused to supply lists; total number of names mailed to by 35 was 31,867 or average of 915. (Imagine building a profitable business on that scale?) Average return on sample mailing requesting new names about 2%; ten didn't attempt a second mailing; 28 of the franchise holders spent a total of \$4,014.56 (average \$147) which included the \$25 franchise fee; dollar returns on pitifully small orders averaged \$10.69, but only an average of \$8.24 was retained after paying promoter for product. Twenty-seven correspondents admitted that their participation was unprofitable; one claimed "moderately profitable." Surprisingly, thirteen out of 34 planned to keep on struggling, and eighteen were undecided.

Here are some typical comments:

"Would have made good profit had customers reordered. I find they order the free sample and is the last I hear from them.

"This has been my third time to try

# Another Look At MAIL ORDER FRANCHISES



the mail order business with different mail order companies, and have yet to receive one dollar in return. We have tried m'dae catalogs and then sent a number of follow-up letters and post cards to the receivers of our catalogs but to no avail."

"I believe that at the present time it is rather difficult to tell just what kind of luck I will have as I am presently limited in my financing and have not been able to devote the necessary funds to this venture to make it profitable immediately."

"I sent folders of ( . . . ) to my entire mailing list with no results. As far as myself, I have tried them and they do me no good."

"We haven't been at it long enough to make back what we put into it. It takes more money than we expected before being profitable."

#### Flies in the Ointment

On the surface, this franchise arrangement seemed to offer several advantages to the franchise holder not offered by other now defunct franchise arrangements. For one thing, the original mailing was for list building and sampling purposes. The "list" is the chief area responsible for most mail order failures. Jack Leslie, respected head of Leslie Creations, Lafayette Hill, Pennsylvania, recently announced that they would "franchise" (i.e., drop ship) Leslie products for other mailers. In his release, Jack said: "The only catch . . . (and this is where the so-called 'franchise' type catalogs usually fall flat on their face) is that anyone using our system must own or control their own list of mail order buyers. Because if they attempt to mail ours or any other drop ship catalog to a cold, compiled or questionable mailing list, they must lose their collective shirts." However, in this case none of the franchise "buyers" owned a list. There was no control over their territory or the purchase of lists. Therefore, all of them may have been mailing to the same list.

Granted that our survey was small, still certain figures can be noted. From a total of 31,867 mailings there were 602 replies or almost 2%. Income from these mailings was negligible, since it was a list building and sampling attempt.

The conversion of trial-offer purchasers to full price purchasers was 26 out of 370, or 7%.

#### \$1.25 an Hour

In a short time, the minimum hourly wage in this country will be \$1.25 per hour. Let's see if we can use these figures to arrive at a circumstance that will enable the mail order operator to make \$1.25 per hour or \$50.00 a week or about \$225.00 per month.

If Mr. Operator mails 100,000 trial offer circulars (if he can raise the

\$7,800 \* he'll need to mail), he can reasonably expect a 2% return at best, which will give him 2,000 prospects who have sampled the product and 8,000 new names. If he can convert the 2,000 to a regular priced month's supply at a 7% response (with additional mailing costs) he will have 140 regular buyers. These 140 buyers, provided that each of them buys a month's supply once a month, month in and month out, will give him \$238 a month after paying promoter for the product.

All of this presupposes that he will be able to obtain enough half-way qualified names to return 2%, that the 7% conversion will stay constant at large numbers, and that the users will renew month after month. If they don't he will be forced to again prospect for names, trial offers and attempt to convert.

Finally, what is to prevent the promoter, seeing 140 hard earned regular customers coming back month after month, from cutting out the franchise holder by mailing its own offer, perhaps at a cut-rate, direct to the customer?

#### Who Makes the Money?

It must be obvious by now who is really making the money in this operation. The fellow who sells the franchise at \$25 each. These franchises merely entitled the prospective franchise holder to invest more money with the promoter. The self-mailers must be bought from the promoter. With every mailing made by a franchise holder, the promoter rakes in money, while Joe Doakes, with stars in his eyes and the taste of easy profits in his mouth, mails out his folders in the hope that this offer will be "it."

#### Two to Make a Bargain

No one person or company can bear all responsibility for this kind of situation. For every company selling franchises, there are thousands of uninformed, perhaps poorly educated, opportunity seekers looking for a better way to get ahead in life. Maybe they're seeking easier work. Maybe they are seeking a better future. Whatever it is, they are captivated by promises of a quick and easy fortune, and plunging headlong into an operation they know nothing about, come out a little more scarred, perhaps a little wiser, but for the most part, biding their time until the next offer comes around.

The mere fact that *all but three* of

\* Survey showed 31,867 pieces mailed at a total cost of \$4,014 or a cost per thousand of \$78.00.

the 36 men and women polled are either going to continue or are undecided is proof that reason disintegrates at the prospect of discovering Ali Baba's cave in a mail box.

We were curious to find out what effect the Better Business Bureau might have on prospective inquirers, so sent our list of 75 to them to be cross checked against their list of individuals who had asked for information on the particular deal described here. Happily, only one of the 75 had inquired and then gone on to purchase a franchise. The other 74 had made no attempt to check with the BBB as to the stability and honesty of the business.

#### What To Do?

As long as there are dishonest people who cannot make a good living honestly, we will have crime. As long as we have political leaders who must, by the very nature of the philosophy they promote, commit aggression against their neighbors, we will have war. And as long as we have men and women who grab at straws on non-existent opportunity, we will have companies who will supply those straws at a price.

The FTC, the Better Business Bureau, and other watchdog organizations can try to protect the people against dishonest practitioners, but they cannot protect people from themselves. One solution might be to eliminate all questionable opportunity advertising from the press, magazines and the mails. It would be a gargantuan policing job, but it might be done if the publishers and printers would cooperate. But this could be like the mother who won't allow her child to cross the street, watching him day and night, until one day her back is turned and off he goes . . . boom! Inexperienced with the dangers, he is an easy victim.

Perhaps a better solution is an all-out educational campaign. Let's crack down on the pie-in-the-sky promoters. Let's get the FTC after them. Let's have the BBB report on them. But also let's try to tell (by publicity) that little guy who wants to get ahead where the dangers exist. How it would be done is up to the business associations and the governmental agencies involved. It wouldn't be an easy task. It's something the Business Mail Foundation might well dig into. ●

Note: We have not mentioned names in this report . . . because names of victims and all evidence have been turned over to postal inspectors. They prefer to work without publicity. But we suggest that you keep this report to show to anyone who comes to you for advice about accepting some future mail order franchise offer.





The panel illustrated left is from an American Airlines booklet "How A Traffic Manager Was Snatched From The Brink Of Disaster," a tale in 13 parts prepared for AA by Dickie-Raymond. To synopsise the plot, the traffic manager had been undergoing the labor pains of slow delivery and worse, and was about to hurl himself from a craggy precipice when a Jack Armstrong-like AA AIRfreight representative pulled him back from the brink in the nick of time. Of course, all ended well with AA's dependable service. Each of the 13 story-telling panels was illustrated with historical art.



I was called before the Board.  
My protests that late shipments  
were beyond my control  
fell upon deaf ears. The Board  
Members were adamant in their  
desire for immediate action.

# Outstanding

~

## Historical Art Can Be

~

## Inexpensive

Burt Kaufman

IT'S SURPRISING how often advertising designers and sales promotion people overlook ready-made artwork, close at hand. The Civil War Centennial has highlighted a surfeit of historical "antique" engravings that are available to the ad man interested in historical accuracy and "mood." But the facts are, that this barely touches the surface of a wealth of material descriptive of every his-

torical period and almost every human endeavor.

No matter what the subject matter of your brochure, mailing piece, TV slide, catalog or calendar—the arts, sciences, history and famous personalities of the ages are available to you often for pennies and a small investment in time.

We all owe this good fortune to U. S. copyright laws. The copyright

on published material expires in 28 years from the date of publication. It can be renewed for another 28 years and that's all. So for the sake of safety, we'll consider only material available from 1905 back.

First of all let's consider outright purchase. Country book auctions, the flotsam from noted book and periodical collections and assorted maps and lithographs form the basis of most



historical "swipe" files.

Of course a full color lithograph by Louis Prang, famed 19th century printer, may exceed your budget . . . but there are other sources. Many text books—discarded but still in good condition, can provide marvelous wood cut engravings of battle scenes, famous men of history and early architecture. Some elated book-hunters have secured these for a nickel a volume.

Artists consider they've come across a real strike when they find an old copy of *Frank Leslie's Illus-*

*trated Weekly*. A complete volume can supply source material for years. Recently, in researching a history of Peabody, Mass., I came across the illustrated history of George Peabody, his burial in Westminster Abbey, the British sloop that carried him to the U. S. after disinterment and Queen Victoria in the burial procession. Needless to say, the completely documented history and art was ideal for production of a history. *Leslie's* can pay off big!

It should be pointed out here that one happy characteristic of an old-

time wood engraving is that it has absolute clarity of line. This makes it possible to reduce it substantially in size without losing reproduction quality. It can also be printed on the roughest newspaper stock without sacrificing quality.

#### Sources For Historical Engravings

The central library of most major cities offers a remarkable service for graphic arts people. Let's say that you need some art from the year 1869. Look through *Leslie's*, *Harp-er's Weekly*, *Atlantic*, *Godey's*, etc., and when you've found what you want, have it photostated! The Boston Public Library and the New York City Main Library will give you a glossy positive photostat at cost, from any source you specify.

In some cases, you'll need a black and white reproduction of a classical painting. Here again, the library can often give you, on loan, a reproduction of the work. You then have the option of making a dot-for-dot line reproduction which on better grades of paper stock, will reproduce almost as well as halftones, or you can make a contact photo and then make a halftone from the negative. It will only be slightly off the quality of the photograph that you could have made, were you in the Louvre, for example. Of course, if you are near an art store, or well-stocked art museum, you can often purchase "art post cards" of famous masterpieces. Customarily the wording denoting source of art is given. But you can reproduce these at will if they were created more than 54 years ago.

#### Historical Services

We are fortunate today, to have many commercial sources of historical art and photographs, many at quite reasonable prices. The list at the conclusion of this article indicates some of the more famous, imaginative and accessible firms. The mails place all of these services within one or two days of most advertising people.

An excellent "clip book" is "Art Archives," available from Butler Clinic, Mendota, Illinois—\$5.00. Occasionally other art services such as Volk, Multi-Ad and Archibold can meet given requirements when queried. Naturally for both engravings and photos, Bettman Archives is world famous. Photographs from Black Star and Ewing Galloway have also saved the day when deadlines are pressing.

What about making your own  
(Continued on Page 50)



## BUSINESS IS GREAT AT GOODALL VINYL! THEY USE CHESTER LIVING-COLOR CARDS

Yes, business is great at Goodall Vinyl Division of Burlington, world's largest textile complex. They say "Vinyl has arrived because of wear, easy care, price and beauty. That beauty is captured in our Chester color postcards. Dealers love them".

Increase *YOUR* business — and your customers'. Use Chester Living Color Postcards for *your* mailings . . . distribute to your accounts (self-liquidating). Unequaled 3-way plan: (1) dependable 4 weeks delivery; (2) unbelievable gloss; (3) *HALF THE PRICE* of conventional printers.

So do as the leaders do (Burlington, Remington Rand, Singer, Bridgeport Brass, many others). Contact Chester for brochure, prices, samples in your product category. Nationwide personalized service. Write NOW to:

**CHESTER LITHO, INC.**

att: William R. Agnew

590 Fifth Avenue, New York, JU 6-6733



Here comes PENINSULAR

# CALLIOPE

...an exciting new cover stock

Gay... colorful... carefree... all the charm of a circus parade reflected in a fascinating new cover paper... Calliope by Peninsular. It's unusual. It's cheerful. It gets attention. Let your creative talents soar with Calliope Cover. Here is fresh appeal... a new setting to open new vistas for your ideas. Sparkling pastel shades... a paper with that "something-out-of-the-ordinary" just waiting for you and your imagination to strike a new note!



And like all Peninsular stocks, Calliope makes ideal office printing press. Available in gray, yellow, pink, green, blue, tan, and red—all with the unique granite effect. 35 x 23, 23 x 35, 26 x 10 and 35 x 45, volume forms, basis 20 x 25—45 lb. only. Contact your local Peninsular Merchant now, he has sample books, dummies and layout sheets for you, presented with his compliments and care.

PENINSULAR PAPER COMPANY, YPSILANTI, MICHIGAN

This insert was lithographed on 65# Calliope Cover on a 25x38 Miehle two-color press at 4,000 IPI.





• **THIS IS A**  
• **FRIENDLY FACTORY**

• Distributors are the link between manufacturer and dealer. Our Michigan client wanted to establish close and friendly relations between factory and dealer, but without interfering with distributor relationship. Soon after starting the monthly motto campaign our client said "We're tremendously pleased. Results have exceeded our fondest hopes." We'll tell you about this unusual direct mail campaign if you write on your business letterhead.

• **BETTER MOTTOES ASSOCIATION**  
• 3127 East Ninth St.  
• Cleveland 13, Ohio



**MAILERS**  
Stamp Affixer  
**\$44.00** AFFIXES ACTUAL  
STAMPS  
AT 150 PER MINUTE  
Holds roll of 300 stamps  
in many denominations  
DEALER INQUIRIES  
INVITED  
Request 24pp Mailing  
Machine Catalog

**MAILERS EQUIPMENT CO.**  
Dept. D, 40 W. 15th St., New York 11, N. Y.

**TYPE . . . .** for all your Direct Mail needs:  
**TYPE . . . . .** for text, display and ornamental use  
**Type . . . . .** in hand or machine composition  
**Type . . . . .** in metal or quality reproduction proofs  
**Type . . . . .** in sorts—by the letter, line or pound—  
or in fonts for set-it-yourself use  
**TYPE . . . . .** over 280 fine type faces in more than 1800 size  
fonts...plus 422 different Strip Rules,  
Decorative Borders and Full-Face Rules.

For finest, fastest service, send your next type job to

**LOS ANGELES TYPE FOUNDERS, INC.**  
225 EAST PICO BLVD. • LOS ANGELES 15, CALIF. • RICHMOND 9-2248

## DIRECT MAIL

ONE OF THE

*Largest Service Agencies in the West*

**Save By Our Service!**

- |   |                                  |
|---|----------------------------------|
| 1. Completely Automated                           | 5. From Catalog to Number 6 Size |
| 2. Filing - Maintaining 4½ Million Customer Lists | 6. Cheshire Automatic Labeler    |
| 3. Faster - 1½ Million Per Day Capacity           | 7. Hi-Speed Pollard              |
| 4. Phillipsburg Automatic Inserters               | 8. Catalog & Magazine Mailing    |
|   | 9. Bulk or 1st Class Mailings    |

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Our 17-Minute Movie Gives a Complete Review of All Our Services Available for Your Use  
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"historical engravings?" There are two notable services which can "manufacture" these for you. Send either a photograph or (when practical) the object you want to reproduce. Sander Wood Engraving in Chicago, will make a genuine engraving which most closely approximates the quality craftsmanship found in the nineteenth century article. Their price is nominal, ask for their price list or estimate, in advance.

Warwick Typographer's Flexoset Division in St. Louis, will convert halftone photographs into line art.

Are there other sources for historical art? Certainly, but it requires some digging. Most State Capitols, the Library of Congress and historical societies and university libraries have unusually fine facilities for obtaining what you want. If you restrict your field or research to a given subject, often a telephone call to a local university's liberal arts librarian can tell you where in the nation, the best collection of material is located. Many private as well as public archives provide the same, low cost photostat service — but again, you have to do the research (or employ a student to do it for you).

Antique cuts offer an imaginative designer, humorist, or ad man the unique opportunity of "employing" some of the most outstanding artists of the past century-and-a-half. Many national firms and media make judicious use of these cuts. A recent list includes American Airlines; CBS-TV, Fortune, "Merrill-Lynch," and so on. But the field, as stated, is barely touched. Want something fresh yet historically familiar? Try antique cuts!

### List of Sources For Historical Art

#### Clipbooks

"Art Archives," Butler Clinic, West Washington Way, Mendota, Illinois (\$5)

Harry Volk Jr.,\* Pleasantville, N. J. (prices vary)

Multi-Ad Services,\* 100 Walnut St., Peoria, Ill. (prices vary)

2,000 Designs, Forms and Ornaments, by Estrin, Wm. Penn, Publ. at most book stores—\$1.50

A. A. Archibold,\* Box 332, Burbank, Calif. (prices vary)

#### Historical Photos & Engravings (Send Inquiries First)

Bettman Archive, 211A East 57th St., N. Y. 22, N. Y.

\* Send inquiry first.

(Cont. Page 51)



## HISTORICAL ART

(Cont.)

Black Star, 305 East 47th St., N. Y.  
17, N. Y.  
Ewing Galloway, 420 Lexington  
Ave., N. Y. 17, N. Y.  
Underwood & Underwood, 3 West  
46th St., N. Y., N. Y.

### Libraries (Best Sources Listed)

Library of Congress, Washington  
25, D. C.  
New York Public Library (42nd  
St. Main Branch), N. Y., N. Y.  
Boston Public Library, Copley  
Square, Boston 1., Mass.

### Makers of Line Engravings from Photographs

Sander Engraving Co., 542 South  
Dearborn, Chicago, Ill. (wood  
engravings)  
Warwick Typographers, Flexoset,  
Div., St. Louis, Mo. (photo-  
prints)

### Book Stores (Old Books, Maps, Prints)

Argosy Book Store, 116 East 59th  
St., N. Y. 22, N. Y.  
Brentano & Kroch, Chicago, Dou-  
bleday Book Stores, N. Y. Book  
Clearing House, Boston, Mass.,  
Boston Book & Art Shop, Boston,  
Mass.

### Colleges, Museums, State Archives Registrar, Antiquarian Societies, Historical Associations

Refer to telephone book in your  
city and area.

The above list is by no means com-  
plete but is given here only to give  
you some indication of the varied  
sources available for this material. •

Our psychiatric-story-of-the-month con-  
cerns the lady who told her doctor that her  
husband thought himself to be a horse.

"This is a very difficult case," advised the  
psychiatrist. "He can be cured, but it will  
take a lot of money."

"Oh, money is no object," declared the  
wife. "He just won the Kentucky Derby."

—From Postage Stamp, syndicated  
monthly house magazine.



OCTOBER, 1961

# advertise YOUR MAILING LISTS in this magazine

Let us help you earn extra income from the rental of your customer and prospect names to companies not competitive to your line of business. You can earn \$15 - \$20 per thousand names-rented. This could be your answer to rising costs, to help defray the cost of building and maintaining your lists.

Many, many readers of this magazine are in the market for new sources of names every week of the year. Your names may be just what they are looking for to sell magazine subscriptions, quality products to consumers and business executives, quality business services of every description. Make these pages a prime source of contact.

**HOW TO GET AN INQUIRY**—The headline of your ad should state specifically the kind of people on your list and/or what they have bought or inquire about. For example: Buyers of Expensive Gifts; Subscribers to ABC Engineering Gazette; Inquiring Prospects for "X" Business Service. You should state the number of names you have on each kind of list you are offering, rental price, how names were acquired, when acquired (age), whether your list is on plates, stencils, labels or must be addressed from cards, and give some idea of what your customers buy from you, (unit of sale) or what your inquirers inquired about.

**YOU WOULD DO WELL TO WORK THROUGH A BROKER**—The details of rental (order handling, follow-up, payment, security) will be easy if you work through a qualified list broker (see our Direct Mail Directory in back of this issue under Mailing List Brokers). They can advise you in so many areas of pricing, amount of use your list can stand, who should be able to use it, how to handle your list. They will secure samples of proposed mailing piece to be addressed to your names so that you can approve or disapprove the order. You are always in control of who uses your list. Yes . . . brokers can be invaluable . . . can bring rental business to your door, regardless of any advertising you do here. But advertising does bring your list to their attention in the first place, reminds them that it's on the market and at the same time, informs renters (many of whom the brokers are in close touch with) that you have a list on the market that they should test. Matter of fact, will be glad to send you tearsheets showing a wide variety of typical list ads that have run in our magazine that you can use as a guide.

### ADVERTISING RATES:

Space	1 Time	6 Times	12 Times
Full Page	\$425	\$400	\$375
Two Thirds Page	320	300	280
One Half Pg. (island)	260	250	240
One Half Page	245	235	220
One Third Page	175	165	150
One Sixth Page	90	85	80
One Inch	22	20	18
Inside Cover	450	425	400
Back Cover	475	450	425
2 Page Spread	800	750	700

Rates Based on 11,000 Distribution

### Reporter of Direct Mail Advertising

224 Seventh Street, Garden City, L. I., New York

( ) Please send us tearsheets of typical list ads.  
( ) Contact us immediately about our list ad.

Name .....

Company .....

Address .....

City ..... Zone ..... State .....



## GREED, THY NAME IS SUCKER

**H**UMAN FRAILITY being what it is, we'll probably have con men with us until Doomsday. It's for sure we had them 100 years ago, as seen by this item sent to us by R. E. Barclay of Clinton, Missouri.

While you may not agree with some of the comparisons he makes with modern sales letters and reproduction processes, nevertheless the copy from this 1871 letter is interesting, not only from an historical point of view, but as evidence that swin-

dlers by mail aren't really much different than they used to be.

Here's Mr. Barclay's item, followed by a complete transcript of the letter in question.

"A litho-manuscript letter" is how George S. McWatters described the attached letter in his book "Knots Untied," published, 1871.

"To explain: — The 'speculator' first writes a letter, in neat style of penmanship, and then gets it copied by an engraver on stone, and from

the plate thus obtained is able to strike off a large number a day. Probably one third of those who receive these letters do not know that they are, in fact, 'printed,' and each ignorant receiver feels flattered as he reads the letter that the 'speculator' has taken the pains to write to him so extendedly, and is led to 'think over' the matter, and finally to 'invest,' when he would have taken no notice of a 'printed' document."

This sales letter, written a hundred years ago, has so many characteristics of our present day promotions, that reading it shakes our pride in our own originality.

1. *Flattery*: Recommended as a "shrewd and reliable person." How many book agents have used that same approach?

2. *Avarice*: A get-rich scheme.

3. *Envy*: A neighbor got rich this way, so why not you?

4. *Protestations of honesty*.

5. *Getting around the Law*: a. Plain wrapper (look like jewelry); b. Express — not Post Office. Mail Fraud was a Federal offense even then.

6. *Purchase plans*: a. Cash. b. C.O.D. c. Credit with down payment.

The cleverest stroke is calming the prospect's conscience by stating that he has already passed counterfeit money—unawares, or as Mr. McWatters states "intentionally, so as not to be stuck with it."

For apparent frankness, this letter is hard to beat.

Dear Friend:

While conversing with a gentleman from your locality recently, you were named as a shrewd and reliable person, and one likely to enter into a business, the nature of which will be explained in this letter.

In all events, he said, whether you go in or not you would keep a still tongue, and not expose me. He told me that under no circumstances must I inform you who recommended you; and as I claim to be a man of honor, I will never violate a pledge.

I have on hand, and am constantly manufacturing large quantities of the best counterfeit money ever produced in the world. The sizes are two, five and ten dollar bills. They are printed on first-class bank note paper. The signatures are perfect, and the engraving is admirable. Not one banker in five hundred can detect them. I will take a solemn oath that the bills which I send you will never be detected, unless you make known your business to persons who have no right to know it.

I shall charge you ten dollars for every one hundred dollars of mine. If you have confidence in yourself and desire to push matters, you had better order as much as you can get rid of in a month or two. In that case, if you buy as much as five hundred dollars at a time, I will sell it to you for twenty dollars cash down, and allow you thirty days credit for the remaining thirty dollars.

When you send me any money, or a letter, go to the nearest Railway station,

## Here's A Proven List of Mailorder Buyers For You to Test!

Due to having purchased new high-speed equipment, we are able to take on a few additional rentals. Tests of 3,000 or more are solicited. Special features are:

- This is our own 1960-61 active customer list. Mailorder buyers who have purchased Early American furniture, lamps, cupolas, sundials, weathervanes, rugs, pewter, china, glass, handmade hardware, finishing supplies, gifts, from our catalog. More than 50% of all items in catalog sell at over \$20, with many at \$200 or higher. Average sale, approx. \$17. Our firm is one of the largest in the Americana field and has been for many years.

- Count is 72,000 1960-61 buyers, plus 6,000 1961 inquiries who sent 25¢ for catalog. (Inquiries are non-city only and not separable from buyers). Total, 78,000.

- Obtained by space advertising in shelter, gardening, other magazines—American Home, House Beautiful, House and Garden, Living, Antiques, N.Y. Times and Herald-Tribune Magazine Sections, etc. List minimizes duplication with similar lists, as we have done almost no renting from others or swapping.

- 85% women. They are married, families, suburban or small town homeowners, car owners, above-average income, readers, National, but stronger in East and mid-West.

- Is repeatedly rented in full by publishers (book, magazine, juvenile); fund raisers; garden firms; record clubs; food mailers. Names on request. Not available to furniture or gift mailers. Sample of your mailing piece, or last similar piece, must be submitted to us in advance. Such

offers as home addressing, Christmas card selling, low priced clothing, are not appropriate—we will not accept these or any rental which we think will not bring you a good return. Our only aim is to develop a few more repeat renters to keep our employees and equipment fully busy.

- We guarantee not to mail our own offers, or to rent to any other mailer for any mailing 10 days before or after your mail date.

- List is cleaned constantly—as evidenced by our guarantee of a whopping 15¢ refund for any undeliverable, if returned to us within 45 days of our billing to you.

- List is geo-alpha, on stencils. No selection as to male or female. Can eliminate any or all cities, but not suburbs. Can eliminate or supply any states, as desired. Can address your empties, enclosures, dick strip, or Cheshire. Addressing is exceptionally clean, is done in our own fileroom in Sturbridge.

- Price is \$17.50/M, whether direct or through your broker—we refer you to almost every prominent broker regarding pulling power of this list.

- Our 1958-59 buyers (with no inquiries), about 30,000 names, are available at \$12.50/M. Same restrictions and same guarantees as listed above.

- October and November are our own hectic season. Also, due to our guarantee of 10-day clearances on rentals already accepted, we can not accept new rentals, except in test quantities, requiring addressing before December 1st. Tests of 3M minimum to 10M maximum are acceptable for immediate delivery—so if you're stuck with some fall literature, you can use it to test our list now. If urgent, we will give you 72-hour delivery on such test quantities. Be sure to give us two or three alternate mailing dates, no matter what the quantity.

For a copy of our large current catalog (for you or for your wife), or any other desired information, write on your letterhead to Robert D. Bergman, Pres. STURBRIDGE YANKEE WORKSHOP Sturbridge, Mass.



ask the express agent for a money envelope; insert your letter, seal the envelope, and see that it is properly directed to me. Don't send me a letter through the Post Office. The Express Agent never heard of me, and he will have no idea of the nature of your business. I would prefer that you would send me money in advance. If you are unwilling to do so, I will ship whatever quantity you wish by express, and the Agent will hand you the sealed package as soon as you pay him the money. That is, I will collect my money on delivery of goods (C. O. D.). I will make it appear that your package contains jewelry.

If you can spare time come on and see me. Call at my private office, No. 52 John Street, Room 5, up stairs, New York. I will then take you to my manufactory, and let you select whatever quantity of bills you desire. No person in the building knows what business I carry on. Therefore you are as safe as if you were going to a theatre. If any person suspected my business I would not have you call.

Now, sir, if you manage this business properly, you can clear twenty thousand dollars in a year. You have unusual advantages for passing the bills with perfect safety. Always ruffle them to make them appear dirty and old. You can pass one of my bills at every store, and as the change you receive will be genuine, you will be enabled to clear at least two thousand dollars a month. No one in a thousand of your neighbors can distinguish a genuine bill from one of mine. Therefore you are foolish for not grasping an opportunity to make money that may never occur again.

I could name a man in your country who made a fortune in the same way. All his neighbors wonder how he made it. But he keeps a still tongue. Probably you know who I mean.

I deal on the square, and if you are true to me you will never regret it. I pray you will not betray me in case you do not go in. You will find by dealing with me that I have the best counterfeit money in the country, and that I deal more honorably than any other man in the business, because I deal on the square. I do not ask you for any cash down for your first order only to secure myself for the cost of engraving, printing, etc. Read my terms carefully, and remember them. Bear in mind that I will give no more credit than I state in this letter.

One or two of my counterfeit bills have already been passed on you, and you have in turn passed them on others. Therefore you should be familiar with their appearance and quality. Of course you did not know they were counterfeits.

Read the following instructions carefully. Be sure to follow them; then no mistake can be made. If you come on, call at 52 John Street, Office No. 5, up stairs. But if you send me money, or a letter by Express direct it to my manufactory as follows:—(Name and address).

The real pay-off for this particular letter was an express package of considerable size. Inside was a great deal of crumpled paper and at the center a box containing "a few scraps of old iron and a few bits of paving stones, and not a single dollar of counterfeit money.

"At the bottom of the box, pasted in, was a paper on which was written in a bold, quite elegant hand,

"'Old Fool! — Ha! Ha!'"

# if you mail 100,000 or more...

... you should be interested in testing the CABOT-LETTER in your next direct-mail promotion. This letter with the built-in reply form is the *only* letter of its kind that's *designed, planned and priced* for the large volume mailer.

Our entire operation is geared for mailings of 100,000 or more. Many users of the CABOT-LETTER drop several million pieces, several times a year. And they do it because the CABOT-LETTER produces 30% to 60% better returns than ordinary mailings!

## QUANTITY Plus QUALITY Plus DELIVERY

In addition to quantity, CABOT gives you consistent high quality and dependable delivery, too. Whether your order is for 100,000 or a million or ten million—all your letters, reply forms and outside carriers are *delivered on the date you specify*. And you can be sure every part of the mailing will be perfect—cut and folded to the right size for low-cost, no-trouble mechanical inserting and mailing.

You can choose the CABOT-LETTER with confidence. Our 25 years experience in producing thousands of successful direct-mail promotions will serve you well.

If you're looking for new ways to promote your product or service by mail... a fresh new approach to copy, layout or merchandising... our creative staff can provide practical, *workable* new ideas.

## WRITE FOR FULL FACTS

See for yourself. Write on your letterhead. Our representative will be happy to supply you with full facts and answer any questions you may have on the CABOT-LETTER. Write NOW.

# CABOT LETTER

the letter with the built-in reply form

A DIVISION OF

**Cabot's Promotional Aids, Inc.**

910 WEST VAN BUREN STREET • CHICAGO 7, ILLINOIS

McNroe 6-3878

**VISIT US AT THE SHOW**  
We'll be happy to discuss CABOT-LETTER with you... answer any questions you may have... or just chat. Look for the 9-foot tall CABOT-LETTER.  
**BOOTH No. 100**  
**DMAA CONVENTION**  
Hotal Stailer



We represent hundreds of the finest mail order and compiled lists available. Send us your mailing piece (or phone SPing 7-7460,) and we will recommend the best lists for YOUR needs FREE OF CHARGE.

WILLIAM **MADDERN INC.**  
215 PARK AVE. SOUTH • N. Y. 3, N. Y.

### If you MAIL to EUROPE...

Consider the economy of having your printing and mailing done on the Continent. Newsweek, Reader's Digest and the New York Times have discovered the advantage.

Write for information—no obligation.

DeMutator N. V. Willemsparkweg 112  
Amsterdam, Holland

**NOW... YOU CAN'T  
AFFORD TO BE  
WITHOUT THE**

**IBM  
EXECUTIVE**  
Electric PSM Typewriter



only  
**\$375**

See our exhibit at  
Hotel Statler-Hilton  
October 6-9

- 100% Factory Rebuilt
- Tremendous Savings
- Looks and Performs like new
- One year service contract by the IBM Corp.

Delivered "like new" from factory in Sealed Carton. Upon receipt of machine an IBM service engineer will break the seal and INSTALL and INSTRUCT you as to its use. You will also receive a full 1 year maintenance contract from the IBM Corp., which includes quarterly inspections, cleanings and all other mechanical service.

World's largest selection of rebuilt office machines... write for free 24 page illustrated catalog.



**ADDRESSING MACHINE  
& EQUIPMENT CO., INC.**

Department Store of Office Machines  
326 Broadway, New York 7, N. Y.  
WO 04 7-3200

### WHO'S TO BLAME FOR BAD ADVERTISING?

The responsibility for ineffective and deceptive advertising rests primarily on client management, not on advertising agencies, says Lippincott & Margulies, Inc., New York firm of industrial designers and marketing consultants in Volume 22 of its Publication *Design Sense*.

American companies spend \$12 billion a year on ads, says L & M, but many companies casually approve ad layouts and expenditures without seriously questioning whether the ads work together with the company's other sales efforts to form a total marketing-communications strategy.

"In many companies," the firm says, "management has delegated the task of marketing to lower-ranking people in the company or to an advertising agency."

"To ask a lower-ranking person or an ad agency to create an identity for a company or a product is to ask too much. Neither has powers of enforcement."

"By the time a company or a product is ready to be advertised, it is a little late to start giving it individual identity. The advertising function necessarily comes late in the marketing sequence, and the message which advertising projects should be determined much earlier, and on a much more authoritative level. They should, in fact, be determined as part of the original marketing plan, not later when the agency is finally called in. Total marketing requires a clearcut decision about the main product-merchandising idea at the very start of product design."

"But many companies leave it to the ad agency to give uniqueness to a brand or a service where none, in fact, exists. Clients put the heat on agencies to sell products and services that are extremely similar and, therefore, extremely hard to sell. And it is the agencies the government goes after with charges of deceptive advertising."

"But this deception frequently comes about as a result of the fact that clients do not have anything legitimate and unique to say about their brands and services. The markets are glutted with similar brands which manufacturers expect advertising to somehow differentiate. But the ad agency's job is not to originate product difference, but to communicate it."

Not enough room here to quote all the book, but whether or not you agree with its premise and examples, you'll find it interesting reading. We understand a limited number of copies are available so if you write

### BIG TRIAL KIT CLIPART

8.95 Value for \$1.

Bargain introductory offer proves "Clip Book" art saves you time and money. Top quality ready-to-use art for ads, printing, publications, direct mail, etc. Offset, letterpress, silk screen.

Many art proofs from "Art Director's Clip Kit" and "Clip Book of Line Art"—enough for dozens of paste-ups. Satisfaction guaranteed—no obligation—no strings. Merely attach \$1.00 to your letterhead. (Only one to a customer—and new customers only.)

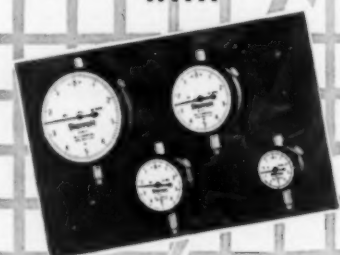
**Harry Volk Jr. Studio**  
Pleasantville 3, New Jersey



### PROJECTION ART

Ready-to-use art on translucent stock for projections. A specialized service for visual communications. Write above address for samples, prices.

### INCREASE YOUR SALES WITH



**Plastichrome®**  
POSTCARDS  
DIRECT MAILERS  
POINT OF SALE PIECES

**NOW! MESSAGE SIDE AVAILABLE  
IN 2 COLORS !!**

- Postcards cost less than 1¢ each.
- Top quality—winners of 9 straight L.N.A. Awards.
- Color proofs at no extra charge in all quantities.
- Prompt, efficient service.

Send for  
**FREE MERCHANDISING IDEA KIT—**

**COLOURPICTURE PUBLISHERS, INC.**  
400 Newbury Street, Boston 15, Mass.



to Don Keen, Director of Public Relations, Lippincott & Margulies, 430 Park Avenue, New York 22, he may be able to send you a copy of *Design Sense* 22. •

### INSURANCE: WHICH NAMES WORK BEST?

A questionnaire, sent to 1100 agents of Connecticut Mutual Life Insurance Company, asked, among other things, how agents obtained names for use in direct mail prospecting. Newspapers were mentioned twice as often as "personal observation"; four times as often as referred names and 10 times as often as company publications and magazines.

CM agents reported that they earned an average of \$25.50 in commissions for each \$1.00 invested in direct mail. Newspapers, the most popular source of names, ranked last in commissions earned per \$1.00 investment, however.

The breakdown on returns per dollar is as follows:

Personal observation .....	\$36.00
Referred names .....	25.00
Company publications and magazines .....	24.00
Newspapers .....	17.00

Most popular of the available lists for direct mail were phone and city directories. Half the agents also ranked newcomers, new corporations, new mortgages, students and alumni highly.

These lists yielded returns per \$1.00 investment as follows: student and alumni lists, \$39; policy owners, \$30; phone and city directories, \$26; company employees, \$25; newcomers, new corporations, new mortgages, \$24; membership lists, \$20, and professionals, \$20. •

### THE GIFT GIVING PROBLEM

We don't want to hurt any of our friends in the gift giving business, but it has to be admitted that some commercial gift giving has gotten out of hand and it sometimes can be charged with graft or payola.

Therefore, we think many of you will be interested in how Hochschild, Kohn & Co. (department store), Baltimore 1, Md., is handling the problem this year.

On August 17, Martin B. Kohn mailed the following form letter to all suppliers over his signature:

Dear Sir:

With our fall purchasing well under way and the holiday season approaching, we are writing to ask your cooperation in upholding an important store policy, which is explained in the enclosed bulletin.

You will note that our executives are specifically directed not to accept gifts or favors from anyone with whom we do business. However kindly such intentions



New Orleans direct mail house cuts costs because...

## Machine ties 6000 pieces per hour!

With one tying machine, Swiftway, Inc., a New Orleans Direct Mail house, cut mail and bundle tying time 80%, reduced tying costs 50%, and increased mailing volume 100%.

"Our Bunn machine, along with other equipment, makes it possible for us to handle large volume special orders in short periods of time," commented Mr. Herb Matranga, President of Swiftway, Inc.

"The machine ties a variety of packages varying both in shape and size. And because the machine adjusts automatically and ties 6,000 pieces per hour, one girl now does the work that five did previously freeing the other girls for other types of work," he added.

**Only a Bunn Tying Machine gives you these advantages:**

**Ten times faster than hand tying.**

**Cuts twine costs by as much as 30%.**

**Ties virtually anything** that can be tied by hand, regardless of shape. Adjusts automatically to package size.

**Anyone can operate.** No experience or training needed.

**Wheels easily** from one location to another.

**Little or no maintenance.** More than 50 years of proved field service.

**Free illustrated brochure** explains how you can cut your tying costs. Use the handy coupon below. No obligation.

This slip-proof, tamper-proof knot  always says, "Tied by Bunn."

# BUNN

**PACKAGE TYING MACHINES**  
for over half a century

**B. H. BUNN COMPANY**

### FREE BROCHURE

B. H. BUNN CO., Dept. "D101"  
7605 Vincennes Ave., Chicago 20, Ill.

Please send free brochure which illustrates how we may cut costs with a Bunn Package Tying Machine.

Name

Company

Address

City  Zone  State



EVERY STYLE  
in our Film Lettering Library  
**50¢**  
PER WORD  
ORIGINAL (ENT. 92)  
FLEXO-LETTERING CO., INC.  
305 E. 46 ST. • N. Y. 17 • PL 3-4943

**BIG RUN  
CATALOG  
PROBLEM?**  
**CALL  
CAREY**  
CAREY PRESS  
CORP.  
406 W. 31 St., N. Y. 1

YOUR BEST  
**MAILING  
LISTS**

come from  
telephone directory  
classified pages.

**We have them all!**

U.S. • CANADA

Plus, naturally all  
other types of  
Business, Executive,  
Professional, Institutional,  
Residential, Area,  
etc., mailing lists.

**Z  
ZELLER LETICA**

America's Leading List Compilers  
15 East 26th St., New York 10, N. Y.  
MU 5-6278

may be meant, they serve only to embarrass our people and make it difficult for them to live up to this policy.

We are proud of our relationship with your company—we have enjoyed working with you through the year and look forward to many more years of pleasant and mutually productive association.

I am addressing this letter to you, as President of your Company, in the hope that you will convey the message to all of your people who work with ours. Thank you for your help in this matter—and with our very best wishes for the coming holiday season.

Sincerely yours,  
(Signed) MARTIN B. KOHN

The attached bulletin was a reproduction of the message which has been transmitted to all employees of Hochschild, Kohn. It, too, is worth reading:

**POLICY STATEMENT REGARDING  
THE ACCEPTANCE OF GIFTS OR  
FAVORS FROM VENDORS**

Hochschild, Kohn's Policy Manual states, on page 36:

"Executives should never incur personal obligations to vendors. They should accept no gifts from vendors unless the gifts are part of the vendor's promotional program, e.g., a calendar or a cigarette box with the vendor's name on it."

The integrity of the store, and of each executive personally, depends upon strict adherence to this policy. It applies to all merchandising and sales-supporting personnel. Gifts received at Christmas, or at other times during the year (except for obvious advertising items as noted in the Policy Manual), must be returned. A note, citing our policy, should be sent to the donor.

Occasional luncheon engagements, as the guest of a vendor during the regular transaction of business, are permissible; but by and large, evening entertainment, the acceptance of theatre tickets or other similar favors violate this rule.

To protect each individual from the possibility of embarrassment by subsequent disclosure of a questionable occurrence, every executive in the store is expected to report, in writing, to Mr. Martin Kohn—as soon as convenient but certainly by the first of the following month—the receipt of any gift and its disposition, and/or the acceptance of any entertainment. •

**FOIL ENVELOPE FLAGS  
UNUSUAL PACKAGE**

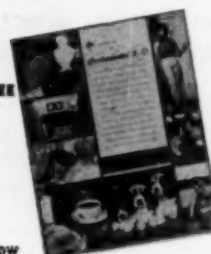
A bright, shiny aluminum foil envelope has been utilized by General Electric's General Purpose Control Department as an attention-getting wrapping for a package of unusual sales promotion material.

Mailed to more than 1,000 sales engineers across the country, the foil envelope was used to call attention to the package and arouse the salesmen's interest in the enclosed promotional material on a new, 300-volt industrial relay.

Red ink was used to imprint a list of the relay's features on the foil envelope. A picture of the relay itself—and an entire panel of relays—was

**direct mail  
color kit**

• get  
your FREE  
copy of  
this  
1961  
GUIDE



Learn How

**Curtteichcolor® 3-D**

"a 4 color process — adds depth"

Creation and production service can bring you full color direct mail and advertising materials at surprisingly low cost — often lower than an ordinary two color job.

**Curtteichcolor® 3-D**

natural color with added depth"

- post cards
- circulars
- direct mail
- dealer aids

**CURT TEICH & CO., Inc.**  
1733 W. Irving Pk. Rd., CHICAGO

FOR  
**"PERSUASION BY MAIL"**  
CAMPAIGNS  
**1,000,000  
AMERICAN Highbrows  
and MIDDLEBROWS  
AT THEIR HOME ADDRESS**

WE have compiled and keep up-to-date a national listings of a minimum of one million individuals who reside in or near a city which supports a Symphony Orchestra and/or an Art Museum and where member firms of the New York Stock Exchange have either a main or branch office.

On short notice, several million more names can be added to the list selected from the cities where we maintain a file.

"High Brow — Middle Brow" visualizes their intellectual calibre and cultural interests. As to their social status, they are members of the "Upper-Upper," "Lower-Upper" and "Upper-Middle Class."

For descriptive literature and analysis of this list and similar listings, write us on your business letterhead.

**WALTER DREY, INC.**

Brokerage • Compilations • Research  
257 Park Ave. South, New York 10, N. Y.  
513 N. Michigan Avenue, Chicago 1, Ill.  
Member Nat'l. Council Mailing List Brokers  
Mailing List Consultants  
National Sales Representative  
Occupant Mailing Lists of America



also imprinted.

Purpose of the package was to



compete successfully for a busy sales engineer's time and give him the tools with which he can explain important new product features to customers, according to A. G. Davidson, advertising manager at the General Purpose Control Department.

The material inside included an unusual three-part mailing program, which also was sent directly to the customer, as well as back-up material for the salesman to use when calling on customers.

Actual size pop-ups of the relay itself with a snap-on trough cover



and mock-ups of a two-pole adder made up the first part of the mailing program. By using the model trough cover and two-pole adder with the pop-up relay, the customer could better visualize the relay as it would appear on a panel and thus see its space saving features. The second part of the mailing program included a moving tab that simulated the scrubbing action of the contacts and a revolving tab that exposed the mounting of the individual contacts providing the action leading to better contact fidelity. The third mailer featured an actual movable contact arm retainer to illustrate its write-on surface that contributes to easier installation and maintenance of the relay.

The back-up material included an imprinted pocket protector containing a complete set of templates for all

## HOW TO PUT ACTION INTO YOUR DIRECT MAIL

Over and over, direct mail has proved its ability to create leads for salesmen, dealers, distributors . . . open the door to sales against pressure from the toughest competition. And yet, with all that has been learned from studying measurable results, many an otherwise hard-headed firm sends out mailings—a letter, a brochure, a broadside—as though there were some other reason for spending money on advertising than **making** money.

Now, to broaden your understanding and to help you apply the tested principles of successful mail advertising, The Creative Division of James Gray, Inc. has created a new booklet titled, "How To Put Action Into Your Direct Mail". It is free and will be mailed to you without obligation at your request.

In just a few pages, and with concrete examples, the booklet explains how to plan an over-all mailing effort; build a mailing list of prospects; know **before** you spend money whether or not your mailing has a chance to succeed. You will discover how to use the same envelope that now merely carries your catalog or price list to bring back actual orders or pave the way for larger orders from your salesmen. You will have a check list of do's and don'ts based on years of mail advertising experience.

And you needn't suspect our motives in making this **free** offer. True, the booklet is devised to bring the creative services of James Gray to your attention. But we have made certain that it is a completely self-contained, shirt-sleeve booklet that you can use with no strings attached.

To receive your free copy of "How To Put Action Into Your Direct Mail" and have our years of experience guide your thinking and improve your results, write today. You will find the booklet a real value, indicative of the service we render.

### The Creative Division OF JAMES GRAY, INC.

216 East 45th Street, New York 17, N. Y.  
MUrray Hill 2-9000



**Auto-Typed Letters  
&  
Multi-Lith Offset  
WESTBURY LETTER SERVICE**  
2001 Wellington Court  
Westbury, L. I., New York  
ED 4-2383  
Free Pick Up & Delivery

SPECIALIZING IN LISTS OF  
**GARDEN**  
MAIL ORDER BUYERS  
Write now for our  
specialized recommendations  
**DEPENDABLE**  
MAILING LISTS, INC.  
381 Park Ave. S. • New York 16, N.Y.  
ORegon 9-7160



**CUT YOUR  
MAILING  
COSTS!  
WITH THE  
MODEL  
No. 6**



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

**DEPT. M**  
**NATIONAL**  
BUNDLE TYER CO.  
Blissfield, Michigan

forms of the relay. This enabled a sales engineer, when visiting a customer, to lay any template on a customer's drawing to determine proper panel or mounting area.

The mailing to the sales engineers was part of a three-fold introduction technique for the product, according to Davidson. Step 1 is to inform your sales force, he said. Step 2 is to inform the customer, through publicity and advertising. Step 3 is to follow this up with direct mail.

Reception of the foil package has been enthusiastic. One district representative wrote in, "I thought we were going into the potato chip business when I first saw the package in my in-basket. It certainly got my attention in a hurry." Another sales engineer, so enthused by the contents of the package, went back to a customer twice—even though the customer told him a competitor had previously wrapped up his relay order for a full year. Other reports from the field follow a similar pattern.

"We are arousing the salesmen's enthusiasm—the most important factor in selling anything," Davidson concluded.

The entire program was coordinated through General Electric's Midwestern Accounts Operation of the Advertising and Sales Promotion Department. •

#### HOW TO GROW AN IDEA

A paper that hits you in the eye and then lingers in your memory was used recently by Huffman & Huffman, 2401 Rock Terrace Circle, Austin, Texas. The company, which specializes in custom insurance sales promotion and public relations, covered the subject "How to Grow an Idea" with paper to match.

Words can hardly describe the paper. Each sheet is actually two much thinner sheets of tissue weight paper liberally flooded with loose threads and flecked with gold and silver paint. Between each tissue, actual autumn leaves have been impressed before bonding. The effect is one of leaves falling from the sky in the midst of a gentle snowfall.

The copy ties in well with the unusual paper.

New ideas, like seeds, must first be planted. In somebody's mind.

Then cultivated, with the trowel of experience. When they begin to grow they must be watered generously with ethics—and fertilized with good old common sense.

And pruned—oh, so carefully—with the shears of economy.

Properly cared-for ideas can bear magnificent yields—far in excess of their original small cost. (more)

## 30 YEARS OF RELIABLE SERVICE

**C. H. 'Hank' RUBY  
& COMPANY, INC.**

339 West 51st Street  
New York 19, New York

#### JUST ASK FOR

<b>HANK RUBY</b>	<b>RUSS ROSE</b>
<b>JUDSON 6-5315</b>	<b>JUDSON 6-5739</b>

**MAIL ORDER  
LIST BROKERS**



**THE PRINTERS  
SERVICE BUREAU**  
at the DMAA Convention  
for Profit-Making IDEAS!

Visit Booth 45 and get information on developing more sales — by producing more economical and effective work.

See for yourself how Fox River's Printers Service Bureau works for the printer . . . at no cost to you.

**FOX RIVER PAPER CORPORATION**  
APPLETON, WISCONSIN



We grow ideas. They blossom into custom insurance sales promotional brochures and folders. They help sell insurance. Lots of it.

And they are all different—like this paper at which you are looking.

You've seen the folder describing our unique service.

May we grow an idea—just for you? The only “seed” we need is a specimen policy—and some notations from you as to what kind of brochure or folder you would like to see.

A query to Maxwell (Mickey) Huffman quickly answered our numerous questions about the paper itself.

“The paper is hand made in Japan,” Mickey told us. “It is imported and stocked by Nelson-Whitehead Paper Corp., 7 Laight Street, New York 13, N. Y. We received our supply through Carpenter Paper Company here.

“Nelson-Whitehead does have a small catalog of some 125 hand-made papers. This is one from their catalog. It is fairly expensive, but each sheet is as different and unique as this one.

“The paper is supposedly stocked in New York, but it took us some two months to get our small supply. I understand it does not normally take that long. As for how it prints, the pressmen are still scowling at me. It is almost virtually impossible to print letterpress because the type has a tendency to crash right through. We printed this offset, which in itself was quite a task, due to the fact that the stems in the leaves are much thicker than the paper. Our waste was almost 20%. I believe with practice our printers (and any other) could do better. But they aren't interested in practicing any more!

“The mailing itself has been quite successful. Our salesmen report the doors open wider than ever, and the piece has generated much conversation.” •

“Improve your vocabulary,” directed the teacher to her fifth-grade class. “Choose several unfamiliar words from your dictionary. Write them down, together with their definitions. Then use each one in a complete sentence.”

At the end of the hour a little girl handed in the following:

“PREGNANT. Definition: carrying a child.

“Sentence: The fireman went up the ladder and came down pregnant.”

—From: *In Transit*, monthly house magazine of Atlanta Envelope Co., Atlanta, Ga.

A recession is a period in which you tighten up your belt. A depression is a time in which you have no belt to tighten. When you have no trousers to hold up, it's a panic.

—From *Taylor Talks*, h.m. of the Taylor Publishing Co.

**MASS  
MAILINGS  
COST  
LESS**

with  
**Cupples-Hesse  
KWIK-MAIL**  
envelopes

#### For less than a penny

Get your message printed, inserted, and sealed in an envelope ready for addressing. And it's all done quickly and simultaneously on a single machine developed by Cupples-Hesse.

#### KWIK-MAIL is ideal for mass mailings

When you need quantities of standard messages such as delinquent payment notices, special sale announcements, coupons, or thank you notes, KWIK-MAIL 6¾ size envelopes with 3¾ x 5¾ inserts will give you fast, economical, and effective action. You may address the envelope, or address the insert through an open panel window.

#### KWIK-MAIL meets all current and proposed postal laws

A recent post office ruling issued in January recommends that, effective January 1, 1963, all third class envelopes be sealed on all four sides to meet the requirements of automatic postal handling equipment. Cupples-Hesse had the foresight to engineer KWIK-MAIL envelopes so that they meet these new specifications and all existing postal requirements. Currently, KWIK-MAIL is available in the postage saver for third class or completely sealed for first class. This is only one example of long-range planning at Cupples-Hesse.

**Call Your Local Representative  
Today For Information**

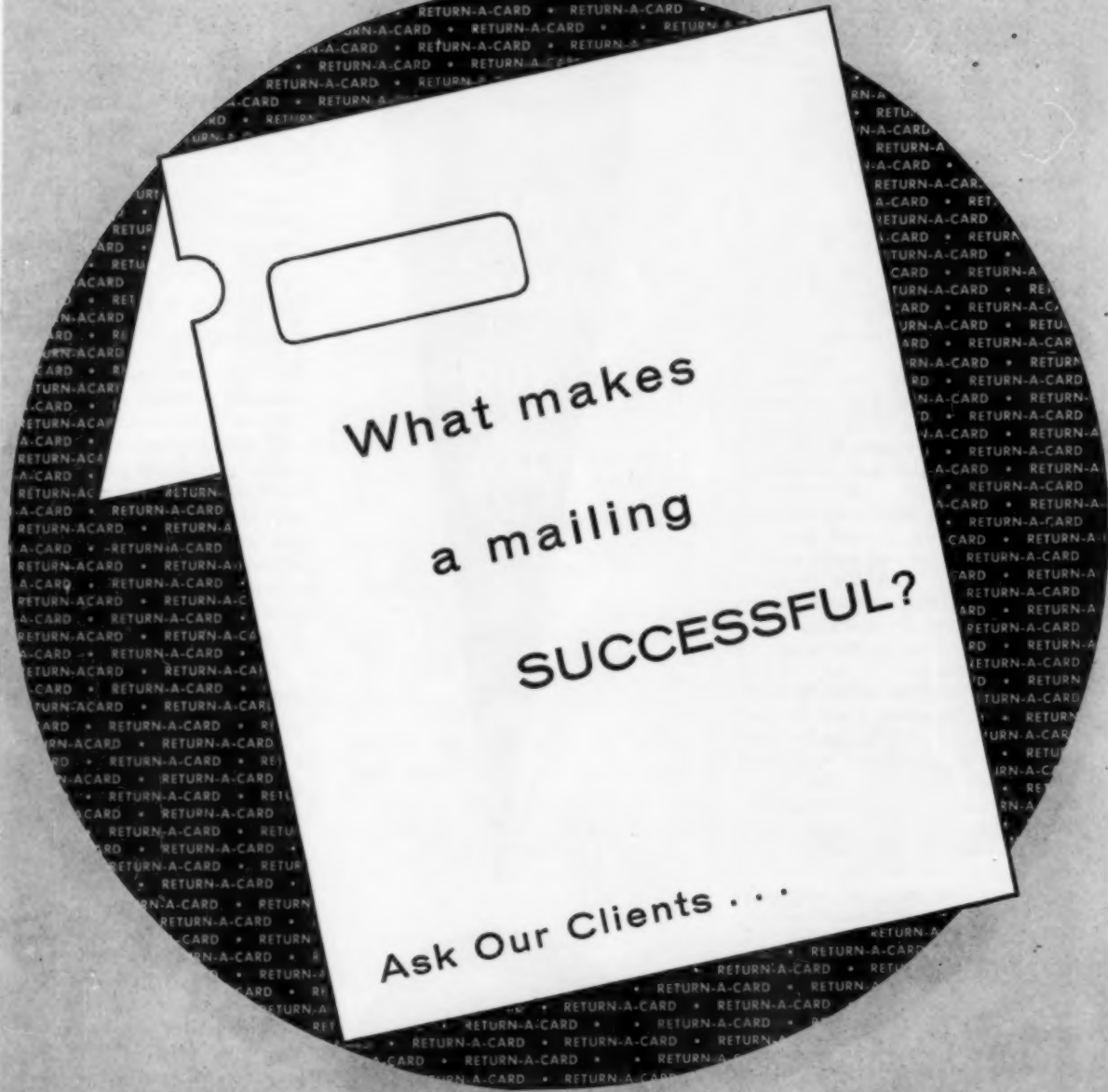
Consult yellow pages under “Envelopes” or “Tags”



**Cupples-Hesse Company**  
Division of St. Regis Paper Company

St. Louis 15 | Detroit 16 | Des Moines 13  
4110 N. Kingshighway | 3635 Michigan Ave. | 1657 E. Madison Ave.





What makes  
a mailing  
**SUCCESSFUL?**

Ask Our Clients . . .

**A COMPLETE CREATIVE, PRINTING AND MAILING ORGANIZATION . . .**

**Experienced, Efficient, Competitively Priced!**

- |                    |                 |                 |
|--------------------|-----------------|-----------------|
| • MARKETING ADVICE | • MAILING LISTS | • MULTIGRAPHING |
| • COPY             | • OFFSET        | • FOLDING       |
| • ART              | • LETTERPRESS   | • MAILING       |

**SALES LETTERS, Incorporated**  
155 WEST 23RD STREET, NEW YORK 11, N.Y. WAtkins 9-2680







# Upgrading Letter Copy

by Paul Bringe

A GREAT MANY ad reprints and preprints are mailed out by industry and called direct mail. Because the preparation cost of the ad has already been paid, such reprints are considered low cost mail. If reprints are mailed only because plates are available and it is the easy thing to do, then the cost of such mail is an ineffective extra expense tacked onto the space budget.

A good advertisement in a trade magazine seldom makes a good direct mail piece. It appears in the market place with many other ads. It talks not to one person but to many readers. It is designed to compete with many other ads and usually depends on striking art effects and large illustrations and headlines, with a minimum of copy.

It is for just these reasons that it cannot be effective as direct mail. While your prospect is looking at your mail it is not competing with other ads on the same or facing page. It has his undivided attention, at least for a few seconds. If your opening statement interests your reader, he then wants a lot more information, much more than is usually offered

in a trade ad.

This is why two or three pages of copy, not uncommon in a successful direct mail effort, would be lost in the rush if it appeared in a trade magazine.

If an ad reprint is to be mailed, it must have the support of a covering letter to supply the personalized sales information not usually found in the ad. To the degree that the ad is a "once over lightly" show piece, the covering letter must be more detailed, filling in for the lack of detailed information common to many ads. If the covering letter is written by the same "talk to the millions" mind that writes the ad, it is not likely to add any significant information.

The Vapor Heating Corporation letter was sent with a one-page article from an industrial publication—the kind of puff article many editors will run in return for even a modest space contract. Though not too well written, the article certainly will be interesting to steam users if they read it. The job of the letter is to get them to read it.

This letter sounds almost as though it was written as a telegram. It talks

about something that costs \$11 per square foot to build but doesn't say what. Almost as an after-thought, it mentions a water tube boiler. Brevity is commendable in some situations, but hardly in this.

The rewrite talks first about steam and not about equipment. It talks about the cost of steam and how to cut that cost. This is what interests the reader. Saving space is meaningless until we know what we are saving it for.

All the sales information in the rewrite comes directly from the article. It is a synopsis, a preview, of what the reader will find in the article. It serves the same function as any preview—to whet the reader's appetite for more—which is the only thing that will induce him to wade into the article.

The next time you are tempted to mail that reprint, take off a couple of hours to write the covering letter. That's what your reader will read first. The attention your letter gets will depend directly on how much sweat you put into writing it. •

◀ BEFORE

AFTER ▼

## VAPOR HEATING CORPORATION

NEW YORK • PHILADELPHIA  
NEW ORLEANS • ST. PAUL  
SAN FRANCISCO



ST. LOUIS • LOS ANGELES  
DENVER • BIRMINGHAM  
WASHINGTON

80 EAST JACKSON BOULEVARD • CHICAGO 4, ILLINOIS • WABASH 2-5160

Gentlemen:

The enclosed reprint demonstrates to you:

HOW TO SAVE SPACE:

Averages \$11.00 per square foot to build.

HOW TO SAVE MONEY:

Quick steaming saves up to \$1,000.00 per year alone on

every day start-up with a VAPOR MODULATOR WATER TUBE BOILER.

Write today for full details for your application, 18 H.P. to

200 H.P., up to 900 P.S.I.

Very truly yours,

*L. A. DiLuzio*  
L. A. DiLuzio  
Manager  
Industrial Sales Division

LAD:af

### How much does it cost you each day

#### to "get up steam"?

Getting up steam at the start of each working day need not take an hour's time, or even a half hour. And it need not cost as much as \$1,000 a year.

At the push of a button you can have steam, up to 900 PSI, in two minutes from a cold start. The Vapor Modulator Water Tube Boiler, oil fired, is completely automatic. It releases as much as 1,000,000 btu per hour per cubic foot of combustion space.

Ten to twenty times greater heat release than a conventional steam boiler does not mean a bigger unit. Just the opposite. Because water is passed through the single coiled tube just once and not recirculated, there is no need for drums, heaters or internal reservoirs. And, just as important, steam explosion is impossible.

The enclosed reprint describes the installation of a 150 BHP unit in one small corner of a boiler room, thus saving the expense and time loss of removing an old coal fired boiler. If you have a space problem or want to avoid down time you can get fast installation of a Vapor Modulator Water Tube Boiler without stopping production.

Units are available from 25 to 200 HP. May we send you more information about this modern, safe and economical steam generating unit? The enclosed card in the mail will bring it at once.

Sincerely,





**open  
new  
doors  
with  
direct  
mail**

Producers of result getting direct mail campaigns for western markets. Complete automatic reproduction and mailing facilities.

**The Smith Company**  
47 Fremont St. • San Francisco  
SUtter 1-6569

75 experts on our staff  
to serve you daily.

### **TROUBLE IN THE TRASH CAN**

The Georgeson Company sold a confidential mailing list of corporation stockholders to a carter for disposal on waste paper. The carter, in turn, sold the list to Abbott National Mail Services, 41-26 Queens Boulevard, Sunnyside, New York. Since Abbott has readily admitted to the possession of the list, and could see nothing wrong in either the acquisition or the use of the names, the question before Supreme Court Justice George P. Stier is—who owns the names?

The Georgeson Company, 52 Wall Street, New York City, contends that Abbott had wrongfully secured the names, listed on 3x5 cards, and through their attorney Robert Ehrenbard, are seeking an injunction against directing Abbott to return the lists.

Judge Stier reserved decision, but a temporary restraining order issued August 28 preventing Abbott from using the names will remain in effect. •

### **D&B OFFERS SALES TRAINING COURSE**

Dun & Bradstreet, Inc., nationally known mercantile agency (99 Church Street, New York 8), has made available a home study Sales Training Course. This is the newest of six home study courses offered through D&B's Business Education Division.

Made up of 12 study units, each consisting of an average of two chapters, the Sales Training Course is mailed one unit every two weeks. Each study unit closes with questions on the text and exercises based on the salesman's individual selling situation. These are answered by the student and returned to D&B for checking by a course instructor assigned to work closely with the individual salesman. A certificate of accomplishment will be awarded those who successfully complete the course.

Subjects covered include personality development, building the powers of persuasion through motivation, thorough product knowledge, presentation preparation, winning attention and confidence, meeting objections, and successful techniques.

The fee for the course is \$95. Enrollment is made by writing to the Business Education Division, or you may request a booklet which gives further information by writing the Public Relations Department at D&B's address above. •

### **creative? US?**

Nape—no creativity here! But we DO excel in reproducing YOUR creative direct mail material — addressing — mailing it. Service is good — price is always honest.

### **ATLAS LETTER SERVICE**

524 S. Spring, Los Angeles 13 MA 4-5181

### **EMBOSSING**

Plastic credit and identification cards (plus mailing them) is one of CA's many production services. For a free folder describing CA's card embossing efficiency, accuracy, speed and economy, write or call:

**CIRCULATION ASSOCIATES**  
226 W. 56th ST., N. Y. C.  
JU 6-3530

### **Direct Mail and Mail Order**

### **COPY**

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

**ORVILLE E. REED**

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

**5 sq. in. \$1.65**  
**ZING CUTS**  
Line or halftone  
Overnight by Air Mail  
WARD KAH, Box 87, Glendale 6, Calif.

**Sales-Centered**  
**DIRECT MAIL PROGRAMS**  
*designed, written,  
produced and mailed.*

**Smith & Hemmings**

*Serving Southern California  
Business firms since 1924*

2617 South Broadway, Los Angeles 7  
Richmond 9-9266





She's filing and typing at the same time!

## New Royaltyper™ turns out personalized form letters all by itself

No matter how large your mailing is, the Royaltyper types every letter in a completely personalized way: in address, salutation, typing quality, even to personal references in the body of the letter.

Royaltyper is a typewriter . . . but a very special one. It's automated . . . does its work all by itself. All a typist has to do is type the first letter on its regular standard typewriter keyboard. This automatically punches the tape (and frees the operator to do other office work). Then the machine takes over . . . at over 100 words per minute . . . all day long. Number of copies: Unlimited. Speed: 3 to 4 times faster than the operator.

No need to pay the high cost of manual typing. Royaltyper does the job for you . . . faster, better,

more economically. Get all the facts (and the advantages) of Royaltyper. Call your nearest Royal McBee office, or send us the coupon below. Royal McBee Corporation.

©1961 ROYAL McBEE

**ROYAL®**

SPECIALISTS IN BUSINESS MACHINES

To: Royal McBee  
Corporation  
850 Third Avenue  
New York 22, N. Y.

Please send me full information on the new Royaltyper

NAME \_\_\_\_\_

POSITION \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_





## Reed-able Copy

*a monthly clinic  
conducted by Orville Reed*

**O**FTEN I WISH I could give a printed word the inflection Jack Benny gives the spoken word when he says "WELL!" In that one word he expresses scorn, disgust, outrage, "Who are you kidding?" and "Come now, I'm no dope."

Here's some copy taken from a current mail order letter which richly deserves the Benny "Well" comment. The object of the letter is to sell an advertising pen.

It begins with an unbelievable statement blowing up the virtues of the product all out of proportion when it says: "You want success, fortune, and prosperity, and the advertising pens shown on the enclosed color folder can do a lot to make this success possible." Well.

Further along, (I'm quoting out of context, but quoting exactly): "Pens entwine themselves around the hearts of those who receive them . . ." Even Benny's "Well" doesn't do justice to a comment on this phrase. It could be called an "Ugh" statement.

But there's more in the same vein: "Such a pen will cause customers to say nice things about you to others, and in addition spend more of their own dollars with you."

And here's the payoff: "A pen that will reach-the-heart of your customers and help you succeed." Well! And again—ugh!

### Recaptures Goodwill

It is traditional in this department to discuss mail as a way to "get" orders. It is equally important to discuss how to use mail to "keep" customers.

Bob Cramer of Ozark Fisheries fame needs no introduction to readers of this magazine. You know of his success selling goldfish to retailers by mail. From time to time his promotion letters have been printed here.

Take a look at how Bob recaptures the goodwill of a customer and inures repeat business.

He got a letter from a chain, a part of which I quote:

Dear Sir:

Regarding the goldfish on invoice #6789, where we reported every one died plus the ones we had in the tank, within two

days after receiving the fish. The total amount of order was \$44.00. You replaced these dead fish with 300 only common at a cost price of \$12. We reported 9 dead and the remainder in very poor condition. 77 died since reporting the original 9 of the replacement order. There is no question in my mind but that these fish were not healthy when we received them.

As you read Bob's reply, note these points. He admits an error. He personalizes his reply by using the name of Charlie who takes care of the orders. He replaces the fish. He includes in his reply a testimonial from another store:

I don't blame you, Mr. Jones, for calling our hand on the replacement of 300 fish at 4¢ against an order of \$44.00. I'd have screamed to the high heavens, too.

Your order previous to the one you reported was for 300 fish. In filing, the last order had slipped behind this one and when Charlie pulled your 'last order' on receipt of report card, he didn't check the date but because it was on top—just replaced it. Can't say it was an honest mistake—just a bit careless.

Regardless, the boys are getting out a complete replacement to you—no charge of course. Will this cover you?

From July 15 thru August are the roughest months in handling, shipping and storing goldfish. About like handling orchids in sub-zero weather but in reverse. We really dread the hot months, but the fine understanding and patience of most store managers helps to ease this.

I opened your letter and passed it over to Charlie to check out—and the very next one was from your store in Denver—photo-copy attached with his comments, and unsolicited. His last order was August 8th and back for a repeat.

Anytime anything goes wrong, Mr. Jones, speak right out in church. You've got to make money—and we stand back of each Goldfish we ship.

Sincerely,  
Ozark Fisheries, Inc.  
R. M. Cramer, Sales Mgr.

### List Cleaning Letter

Muncie Printing Company, down in Harlan, Kentucky, issues a monthly house organ. Recently this printer decided to clean his list. Rather than fall back on the usual "Here's an impression of the plate containing your name" gambit, he sent the addressograph plate along with the letter, which reads, in part:

We have really enjoyed sending you these mailings and hope you have enjoyed receiving them.

It is our intention to keep your name on our mailing list if you really want us to.

Enclosed is your name and address on an address plate.

If you wish to continue receiving our mailings regularly please so indicate by mailing the address plate back to us.

### Straight From the Shoulder

It's like a breath of fresh air in a crowded, sweaty gymnasium to see a direct mail pitch like the one made by the BILL-A-PAK COMPANY of Minneapolis.

After wading through so many letters asking a favor of the reader to try a product free in advance of general distribution, only to find out you're supposed to order it—after reading so many letters offering something free which turns out not to be free at all . . . people get to expect a "gimmick" when something is offered for nothing.

But not Bill-A-Pak. Here's a part of the letter—as straightforward as it can be. A letter that builds confidence in the product. Direct mail as it should be written—presents the merits of a product, gives the prospect an opportunity to try it and prove its worth, offers his money back if he's not satisfied:

FREE . . . a whole  
month's supply of  
BILL-A-PAK statements

. . . regardless of how many you use  
. . . regardless of whether you decide  
to keep using them or not.

That's right—you can have enough  
BILL-A-PAK continuous-form statements  
for one entire month's billings ABSO-  
LUTELY FREE. Here's how:

- 1) Order a trial supply (2,000).
- 2) Use as many as you need for one month's billings.
- 3) If satisfied, remit the invoiced amount and tell us how many statements you used. We'll replace them immediately . . . FREE.
- 4) If dissatisfied for any reason, return the unused portion and we'll mark your account PAID IN FULL or refund the check sent in with your order.

Remember, no matter what system you're now using for monthly statements, BILL-A-PAK is perfect for billing past due accounts; reminding inactive accounts of a zero balance; writing attention-getting notes to special customers.

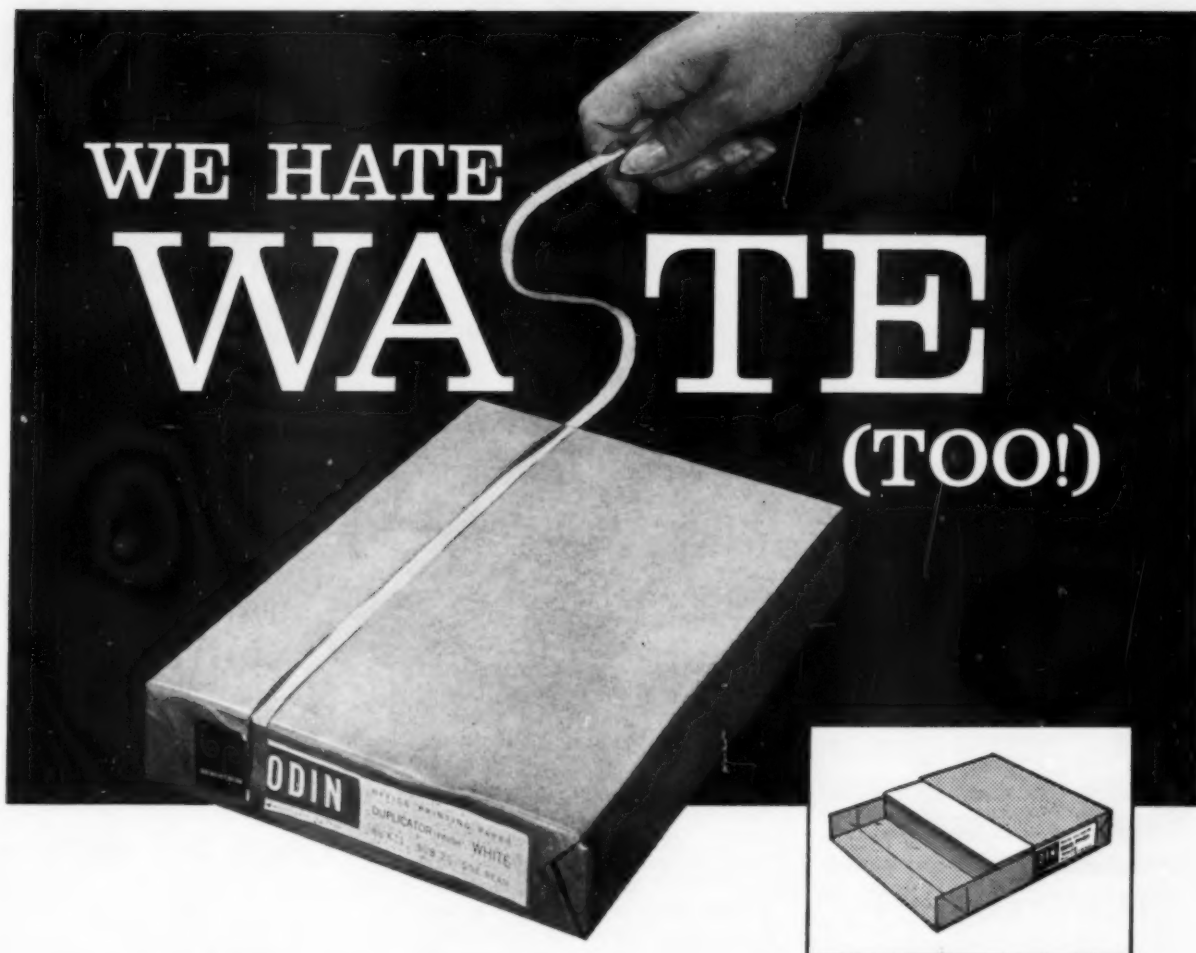
Your order form is on the bottom portion of the enclosed folder. By mailing it NOW, you get delivery in time for next month's statements.

### For Conventioneers

Since this is the convention issue, and many of you will attend the big



# WE HATE WASTE (TOO!)



## New Bergstrom "PEN-PAC" keeps Odin Office Paper neat, clean, easy to identify

\*PEN-PAC POUCH pat. pend.

Bergstrom helps any office trim printing paper cost and loss.

The strip you zip from a PAC of ODIN® mimeo, duplicator or bond finish paper is *all you throw away*. The exclusive PEN-PAC\* becomes a pouch, permits easy removal of a dozen or a hundred sheets. Close it. Put it back on the shelf and the

paper stays neat, clean, protected. Use the PAC to neatly wrap your finished job.

About ODIN . . . a new, fine white (and also readable colors) in finishes designed for mimeo, duplicator and small offset. ODIN also feeds fast, prints well and maintains production schedules.

## BERGSTROM PAPER COMPANY



NEENAH, WISCONSIN

*Paper for Printing,  
Publishing, Converting,  
Banking and Office  
Communications*

Please send me a demonstration PAC of  
ODIN mimeo ☐ duplicator ☐ bond finish ☐  
I am also interested in ☐ Thor Offset  
Papers ☐ Ibsen Book Papers ☐ Bergstrom  
Safety Papers.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_ CO. \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

3010



**23,000 HIGH SCHOOLS —**  
Names and addresses on addressograph plates.  
Available for addressing your direct-mail  
promotions.  
For complete details, write, wire or phone. . .  
**SPECIAL CORRESPONDENTS, INC.**  
230 East Ohio Street  
Chicago 11, Illinois DElaware 7-1065

### Relax! Relax!

You can do it too with a once-a-month four minute visit with "Direct Mail Briefs from Bringe." It talks about new ideas you might use, warns out old ideas to avoid, and occasionally takes a pot shot at the Slippery Jim operators.

It costs you nothing. But be forewarned—it's habit forming. No sales pressure other than an occasional mild suggestion about where to find direct mail guidance you can trust. Write today.

Paul J. Bringe, Inc.  
P. O. Box 139  
Hartford, Wisconsin



## HOW TO GET YOUR OWN WATERMARK

AT THE DMAA CONVENTION

Visit Booth 45. See how you . . . or your customers . . . can have your own watermark in fine cotton papers.

- In minimum quantities
  - In a complete range of business papers
  - At standard quality paper prices
  - Moderate "One Time" preparatory costs
- See Customark for the "symbol of success".  
**CUSTOMARK CORPORATION • Appleton, Wis.**

### REEDABLE COPY

(Cont.)

meeting in New York in October, you may think this department off stride.

For, at the convention, you will hear a lot about how to pick the best prospects for your direct mail, how to write the kind of copy that sells merchandise, how to get inquiries by mail.

You will hear little about an equally important phase of direct mail, such as answering inquiries, handling complaints, general correspondence techniques, such as discussed here.

Also, I'll lay you 5 to 1 that the winners of the Best of Industry awards will be at least 80% gimmicked and printed pieces.

The use of gimmicks, elaborate layouts, gold printing, cellophane windows, fake rubber stamped messages, "shock" headlines, passes these days for creativity.

We hope there will be some sessions and speakers which deal with good, solid sales ideas, convincing copy, which motivates a prospect by talking about his needs, his wants, his desires — calmly, convincingly, and sans hyperbole.

After all, attracting attention with cutouts, popups, color, elaborate format, is only the first step toward the job your direct mail must do.

Many direct mail users are already finding that free offers which aren't free, trickery by inference, attempting to out-glamorize a competitor with the unusual, are declining in their effect.

More and more of them are selling their products and services on their merits, making honest deals with readers, appealing to needs, wants, and emotions, putting as much thought and talent into the *appeal* as in the *appearance*.

### Say What You Men

(From the mouths of babes Dept.)

A mother, her arms filled with

(Continued Page 68)

JUST PUBLISHED Big new 8 1/2 x 11

### MAIL DEALERS DIRECTORY

listing thousands of mail order dealers' names!

Only \$3.00

- List of 114 radio stations that sell your product on a commission basis. Only \$1.
- List free with order for the Directory!

FOSTER, 14 Horatio St., N.Y.C. 13

## GIMMICK MAILINGS

Exotic, unusual mailings of all types to tie-in with your special promotions.

Free 24-page Catalog



### ORCHAWAII

ORCHIDS OF HAWAII, INC.

305 7th Ave., N.Y. 1, N.Y. • OR 5-6500

Branches

• 469 E. Ohio St., Chicago 11, Ill. • Tel.: 467-5765

• 24333 Narbonne Av., Lomita (L.A.), Cal. • DA 5-0381

the members of

## MASA INTERNATIONAL

extend

CORDIAL BEST WISHES

for

A HIGHLY SUCCESSFUL

44TH

ANNUAL CONVENTION

to

the members of the

### DIRECT MAIL ADVERTISING ASSOCIATION



Attending the DMAA Convention: Renee Kaplan . . . Betty Dempsey . . . Bill Steiner

■ **DIRECT MAIL** is too vital and potentially powerful a sales builder to leave to amateurs.

■ **THAT'S WHY** more and more advertising executives are turning their direct mail programs over to the professionals with the know-how in planning, programming and creative ability to make their direct mail dollars work harder . . . produce more sales.

■ **OUR CLIENTS** enjoy constantly increasing sales and lower selling costs as a result of the programs of Planned Sales Development which we build for them.

■ **IF YOU WANT** to increase your sales by mail . . . Get A Steady Flow of Qualified Leads . . . Produce More Action From Dealers . . . or any of the other jobs which direct mail and sales promotion do so well . . . look us up at the DMAA convention or drop us a note.

**WILLIAM STEINER ASSOCIATES, INC.**  
**DIRECT MAIL/SALES PROMOTION**  
42 EAST 64th STREET, NEW YORK 21, N. Y.



# the company our customers built



Back in the early 1930's some of our customers discovered that we had a genius for fine presswork. One thing leads to another, so we found ourselves adding the finest press equipment, first for letterpress, then for offset. Today we have about as flexible a set-up as you will find anywhere, for runs of any size, on our one-, two-, and four-color presses.

And not less important, most of the customers who came to us for fine printing more than a quarter century ago are still buying it from us today. They set our standards, and we trained our people and selected our equipment to keep them happy.

If you want to know how good we are, ask our customers who are some of the most distinguished and demanding users of printing in America.

To make our business more unusual, another group of clients, leaders in advertising and advertising agencies, depended on us for fine advertising typography. To satisfy all their needs we have developed complete facilities for machine (linotype, monotype) and hand composition in all sizes—foreign languages included.

So here we are: one foot in letterpress printing and offset lithography, the other foot in advertising typography, and *both feet firmly on the ground!*

To learn more about the service that our customers built, and what it can do for you, drop us a line or telephone ANdover 3-0722.

## *Runkle • Thompson • Kovats • Inc*

Lithographers • Printers • Advertising Typographers • 650 West Lake Street, Chicago 6, Illinois

# RTK



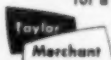


HOW **SELL-O-VUE**  
packs

## PICTURE POWER into your sales message

Sell-O-Vue consists of a dramatic full-color filmstrip, a unique folding precision viewer, and a printed brochure-envelope that tells your story in full.

Words plus color film give you double impact at no extra cost — a power-packed self-mailer that is priced less than the ordinary color brochure alone. And it mails for a 4-cent stamp.



Call or write for free sample. No obligation.  
dept. d9

**the taylor-merchant corporation**  
48 w. 48th st., n. y. 36, n. y. Plaza 7-7700

## VISIT WITH US WHILE ATTENDING THE DMAA & MASA CONVENTIONS IN NEW YORK CITY

REALIZE SAVINGS OF UP TO  
60% ON RECONDITIONED . . .  
**INSERTING MACHINES  
(PHILLIPSBURG'S)**

Postage Meter Machines  
Addressographs  
Graphotypes  
Varitypers  
Envelope Sealers  
Tying Machines  
Folding Machines  
Multiliths  
Envelope Openers  
Mimeographs

**APPROVED BUSINESS MACHINES  
CO., INC.**  
19 HUDSON ST., NEW YORK 13, N. Y.  
TELEPHONE: WALKER 5-9813

## REEDABLE COPY

(Cont.)

groceries, got on a bus with her daughter, about 5. The girl had the fare and dropped it in the fare box, then seemed to feel that a word of explanation was in order.

"I'm paying the money," she told the driver in a voice clearly audible at the back of the bus. "My mother is loaded." •

## GOOD COPY

We liked the full page public service message which appeared in August 14, 1961 issue of *Newsweek* magazine. A reprint of the ad was also used as a direct mail piece attached to a form letter signed by Gibson McCabe. Most of the page was dominated by the three-word title "The Ugly America." The message itself was set flush in a narrow column with only three or four words to a line. Read the copy carefully.

One of the points of difference between man and the lower animals is man's superior ability to think and care. That ability has produced soaring flights of beauty. It has also produced (for some reason) a number of abominations. In Paris the Seine has flowers on its banks. But in America most of our rivers are lined with rat-infested warehouses. Too many of our roads are pot-holed and littered, connecting one neon nightmare with the next one. Too many of our schools still look like prisons. Man may have superior ability to think and care. But you'll never catch a dumb beaver getting a summons from the Department of Health. •



## READ-HOT Copy!

Advertising with "instantaneous appeal" — that's exciting-inviting, urging reading—impelling. SELLING. Individual assignments or complete programs.

**"That Fellow Bott"** •

Leo P. Bott, Jr., 64 E. Jackson, Chicago



SPECIALIZING IN LISTS OF

## HEALTH

MAIL ORDER BUYERS

Write now for our specialized recommendations.

## DEPENDABLE MAILING LISTS, INC.

381 Park Ave. S. • New York 16, N.Y.

ORegon 9-7160

## Victor O. Schwab

### SCHWAB, BEATTY & PORTER

Comments, "Forty-two of our clients are in the mail order business. Whenever any one of them requires mailing lists and wants assurance of skill, honesty and good conscientious service, we always say 'Work with Lewis Kleid'."

### LEWIS KLEID, INC.

Mailing List Consultants  
To National, Large-Volume,  
Direct Mail Sellers

## ATT. LIST OWNERS MAIL ORDER DROP-SHIP CATALOG

Put your valuable names to work for you. Here is a wonderful opportunity to determine whether or not your customer list or prospect list will be receptive to merchandise other than that through which you have acquired their names. Our unique plan offers you a complete 16 page 2-color catalog with your firm imprint featuring over 100 proven, tested household items, personalized gifts and gadgets, retail \$1 to \$5, all drop-shipped by us using your company label. Prompt service, 50-60% net profit. No inventory, no postage, no headaches of time consuming costly planning and production of catalog.

Send for free samples and complete details. Join countless other large list owners who have found our plan the ideal inexpensive way to test further profit potentials of their mailing list.

### LEISURE INDUSTRIES

98-10 Acan Ave., Suite 39  
Forest Hills, N. Y.





# Visit the talking mailbox

BOOTH 19-DMAA CONVENTION

Discover how you can mine the gold hidden in your customer lists with the *proven* direct mail merchandise offerings and knowledgeable assistance provided by...











**The Sloan Ashland Company**

SELLERS OF MERCHANDISE THROUGH PROMOTION

EXECUTIVE OFFICES: Merchandise Mart • Chicago 54, Illinois • DElaware 7-0717



# I AM DIRECT MAIL

I am a salesman of goods and services, a marketer of ideas, a reporter, researcher, harbinger of good news. I am known by one name, but I have a thousand faces.  I am addressed to men everywhere, and I speak the languages of all men. The sanctum sanctorum of the mightiest monarch of industry is as open to me as the home of the most modest office clerk.  When I speak, the doctor, lawyer, businessman, truckdriver and housewife all listen.  The whole world is my domain. If I must cross a continent or a hemisphere to deliver my message, I do so.  I tell my story in ten words or ten thousand, with a hundred pictures or none. I clothe myself in quiet black and white or many gaudy colors. I deck myself in the flowing style of Victorian times or in streamlined modernity; thus I am the most flexible, convenient and economical medium of communication available to any enterprise.  And, I am an important force in our nation's economy; I employ four to five millions of Americans full and part-time and I account for fifteen billion dollars of sales each year. I am the showcase of countless businesses and the main sales tool of a myriad others.  I am always your friend and servant, ready to move your goods, sell your services, enlighten your prospects, inform your customers, raise money for your worthy charity—or simply to deliver your message, whatever it is.  In the hands of the inefficient, I can fail miserably at my appointed task; but when I am carefully planned, correctly phrased and properly presented by people who know my potential and have watched my experience, I am an effective creator of sales, an efficient purveyor of services and a powerful ambassador of good will.  I am Direct Mail . . . and proud of it!

*Prepared as a service to the Direct Mail industry by  
Maxwell Sackheim-Franklin Bruck, Inc., 545 Madison Ave., New York 22, N. Y.*





# The Company Editor

a column on house publications  
by James McAdam

AT ONE TIME it was said that only a handful of scientists could understand Albert Einstein's Theory of Relativity. This leads to the public belief that the great man lacked the ability to communicate with laymen, to write anything but ponderous prose. 'Taint true. In addition to the many scientific tracts he wrote on Relativity, he also produced an explanation for the man in the street: "When a man sits with a pretty girl for an hour, it seems like a minute. But let him sit on a hot stove for a minute—and it's longer than an hour. That's Relativity." He had a nice sense of humor, too. Agree?

## Continued Story

Last month we began a report on the "Rehabilitation Through Education" program being conducted at the State Prison of Southern Michigan. To bring new readers up to date, let me summarize that column:

The prison conducts two schools for prisoners. They provide 38,856 student hours of instruction each month. So they're going concerns. Nevertheless, a year ago, two problems still existed. First, there was a need for inmates to communicate with the public, so that deserving prisoners would receive a reasonable welcome when released. Second, there existed the very practical problem of securing, through donation, school equipment, text materials and outside teaching help. A possible solution to these problems was created by inmate Murray M. Lewis. He planned and put into execution a publicity program whose major medium was a monthly newsletter called *Boot Strap*.

*Boot Strap* employs two copy techniques. Editorials are used to give the inmates an opportunity to explain the viewpoint of the man behind bars in the hope that those on the outside will recognize that prisoners are human beings, rather than the sub-humans depicted in grade "B" movies. Several of these editorials were quoted to illustrate just how well they were written. Now for the rest of the story on *Boot Strap*.

## Life Behind Bars

The other copy technique used in *Boot Strap* is nothing more than de-

scription of what is going on at the schools of the prison. This description is an attention-getter. For it provides a look at a side of life readers might not otherwise get. The picture is quite revealing—and certainly surprising. Here is an example:

"In this day of space shots and manned earth satellites, the efforts of a group of convicts may not seem to be particularly earthshaking. However, when viewed in proper perspective, these efforts are perhaps worth noting. Regular readers of the *Boot Strap* monthly newsletter are by now familiar with the Bootstrap Garden Club. Formed by men seeking horticulture knowledge, the club has built a rose garden within the walls of the prison which, according to outside comments, might well become the finest in the Midwest. Certainly, it is unparalleled among prisons.

"At present more than 2,400 roses have been planted amid 25,000 square feet of lawn. More than 10,000 square feet of sod was relocated to form the desired pattern. With room for a total of 3,500 roses, the ultimate goal is the establishment of a grading system whereby midwestern rosarians can obtain an authoritative comparison with their own roses.

"Probably the most outstanding feature in the development of Bootstrap Rose Garden is the fact that every phase from designing to planting was done by a group of men who had no previous experience with a project of this kind. Amazingly, less than one dozen roses failed to survive.

"The club members worked in their spare time, many times with one hand on spade and nose in reference book to determine correct procedure. If a greenhouse can eventually be obtained, the members hope to grow roses under glass and learn propagating techniques. One major objective in the program is the development of a new variety. While not discounting the many obstacles which first have to be surmounted, club members have already agreed on a name for a new rose variety . . . Bootstrap."

The picture of convicts with their noses buried in horticultural manuals in order to provide expert, tender loving care to roses shatters the portrait of prison life the Warner

Bros. painted for so long, for so many, for so much—in profits! (Jimmy Cagney tending roses? He worked on nothing but "shivs.") But it is a public image that must be shattered if the rehabilitated convict is to receive his chance on the outside. This simple, truthful, undramatic picture of the rose workers is a far better means of changing that image than any expert indoctrination penned by the sociologists and penal experts.

The copy also reveals that Editor Murray Lewis has a way of softly, yet deftly inserting an appeal for a return. Did you notice the line, "If a greenhouse can eventually be obtained . . ." That appeal was answered.

Here's another example: "Our school program to date has been blessed with a great deal of success and good fortune. Our science class, where we are fortunate in having an instructor who carried a science major in school, is a good example. This classroom daily hosts some fifty students who are taught the rudiments of biology, physics and chemistry.

"The recent arrival of an oven and a muffle furnace to be used for chemical analysis, sterilization, annealing, incubation, and so on, was another bit of added good fortune. Also, we are happy to announce the arrival of two needed centrifuges and a biological microscope." (Science? The only thing Cagney studied was how to "break out" or get "sprung.")

And another example: "Last week the System Service Co. of Lansing, Michigan, brought their Electrical Digital Computer Course to our Academic School. It is seldom, indeed, that educational opportunities on a par with this are afforded inmates of penal institutions. This course will enable inmates to avail themselves of employment in a salary range of \$5,000 to \$15,000 per year. A definite forward step in our philosophy of Rehabilitation Through Education.

"The wholesale response by the eligible inmate body to this great opportunity is concrete evidence of their desire to better themselves; so that they may leave prison better men than when they entered.

"The company brought sufficient



## PENCILPRINT

MEMO FROM  
EDWARD

The message  
you write on a  
pencil memo  
will be read.  
E.W.

PENCILPRINT looks like actual  
Pencil. Has many applications for  
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**Century Letter Co., Inc.**

48 East 21st Street, New York 10, N.Y.

## Peels and Applies in the Blink of an Eye

SEE IT AT

**BOOTH 2A**

NEW YORK DMAA SHOW

SEE . . . a new, amazing, completely automatic dispenser that peels and applies marginal punched pressure sensitive labels on envelopes, cards, forms, mailing boxes, etc. . . . at fantastically high speed.

If your lists are on punched cards, magnetic or punched tape, you can utilize any DP imprinter in combination with **able-stik** labels and dispenser for maximum efficiency at minimum cost.



allen hollanders co., inc.  
385 grand ave. new york 61, new york

## COMPANY EDITOR

(Cont.)

testing materials to the Academic School for some 70 men; 103 showed up for the testing! All eager for the chance which they knew would assure them a job skill and long sought security in a world of their own choosing.

"A rating of 105 was the minimum I.Q. requirement. By testing time, one felt uncomfortably out of place in the Academic School halls with less than a 120 I.Q. rating. Of the number tested, 24 will be chosen for this first class. Graduation will entail not only rich rewards, but long hours of classroom study and work 5 days per week, 8 hours per day.

"The men chosen are being given a wonderful chance. We are sure they will realize this, as their successes or failures will undoubtedly have great bearing upon the practicability of offering future computer training, or other such courses, which mean so much to all those seeking help and self betterment."

Thus the simple description of school life at the prison works away at dissolving the fiction foisted by the films. There are many more examples in the issues of *Boot Strap*. But these are enough to give you the idea.

## The Big Question

So much for the copy techniques used in *Boot Strap*. Now for the big question: Did *Boot Strap* communicate? Did it cause the desired reaction?

The first issue of *Boot Strap* was mailed in November 1960. Within seven months, over 600 different organizations had given assistance to the program. New equipment was donated or loaned to the Typing, Business Machines, Automotive, Landscape Gardening and Design, Agriculture, Art Appreciation, Science and Biology, and Radio-Television classes. The names of the firms that responded are too numerous to list. But here are a few: Ford Motor Co., E. I. Du Pont, Friden, Victor Adding Machine Co., Monroe Calculating Machine Co., Sound Scriber, Norelco, U. S. Plywood Corp., U. S. Gypsum Co., Union Carbide Corp. and Sylvania Electric Co.

Even editors, who are usually only bemused by their own prose, read *Boot Strap* and reacted favorably. Seventy-one trade publications volunteered complimentary copies of their publications.

Individuals responded, too. This is best illustrated by some quotes from *Boot Strap*: "E. Kenneth Clark,

Jackson, Michigan, realtor, visited the Academic School to lecture to our real estate class." "Robert V. Bauer, Jackson, Michigan, and Roger C. Groves, Jackson, Michigan, both of the Federal Aviation Agency, lectured to our Basic Aeronautics class." "Mr. Jack Chard, head of the Music Division of the Michigan School for the Blind, Lansing, Michigan, spent nearly the entire day in our Academic School. He explained not only some of the problems of braille writing, but some of the methods used in voice writing. He also loaned the braille class eight valuable braille writers." "At this writing, we have heard from Professor Owen Brainard, Department of Fine Arts, Michigan State University; Donald Smith, Friden Corporation, and Ralph Maize, Upjohn Company, who will all be visiting shortly to lecture to the Art Appreciation, Business Machines, and the Landscape Gardening and Design classes, respectively." Actually, hundreds of individuals have been inspired by *Boot Strap* to offer assistance. And the parade of offers continues as strong today as it did after the first issues of the newsletter. Most of us would be satisfied with only a very small portion of this response.

## Editor Par Excellence

But what about inmate editor Murray M. Lewis, the man that used his knowledge of publicity and writing to propose the program and guide it to such a brilliant success? My last letter to him at his "Walled-off-Astoria," as he often referred to the prison in his copy, was returned unopened. What had happened?

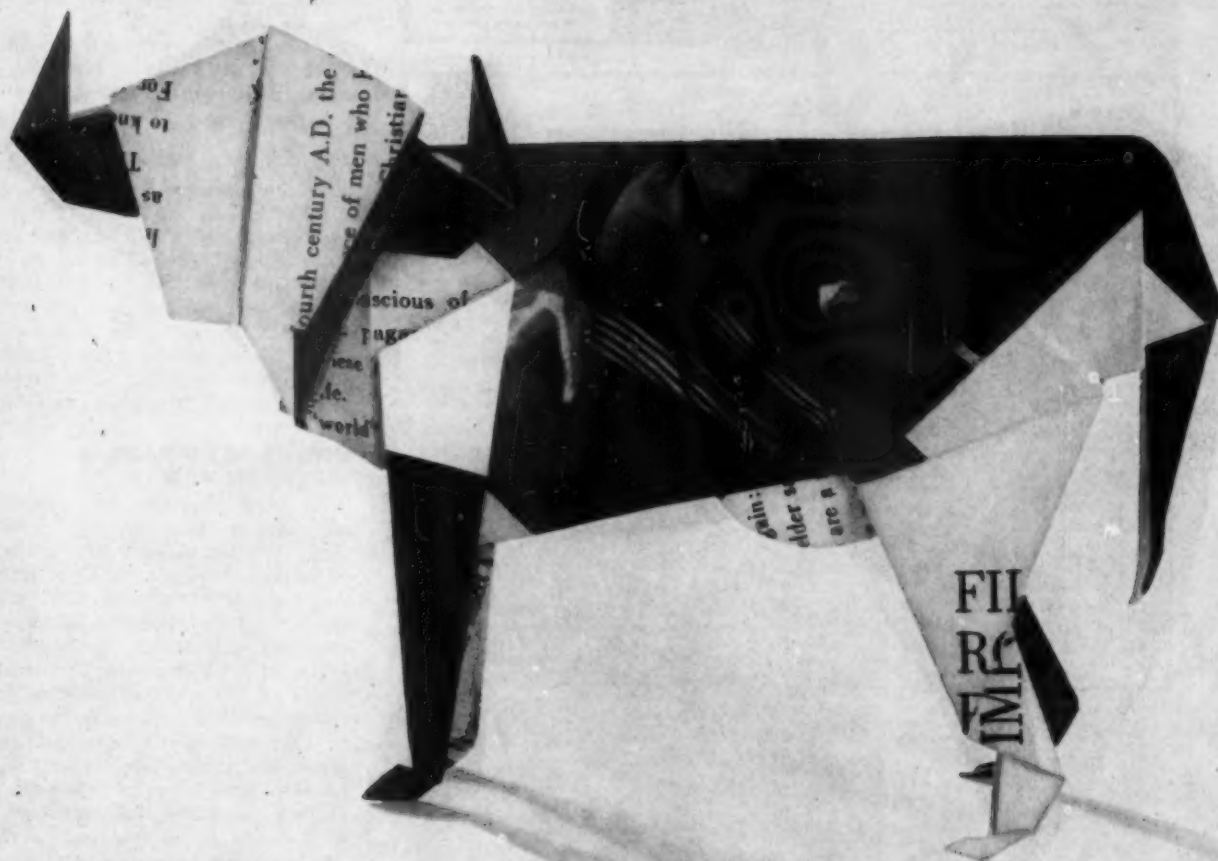
The answer came in the August issue of *Boot Strap*. This was the editorial: "It has been the policy of *Boot Strap* since its inception to refrain from personalizing its personnel. The one exception to this practice is contained in this present issue; which is dedicated to Murray Michael Lewis, who left this month on parole.

"Mike, as his many friends know him, richly deserves any and all awards that may be due *Boot Strap*. It was his keen mind and lively imagination, coupled with his tremendous energy, that gave birth to the *Boot-strap* idea, and built it into its present stature. His firm belief was that *Bootstrap*'s greatest asset lay in the fact that inmates are working with outside help to improve themselves.

"We expect and predict great things for this man whose lexicon of life is completely void of words like selfish interest or personal aggrandizement."

(Cont. Page 74)





## There once was a sacred cow among users of printing papers.

It said that only a heavy paper was bright and opaque enough for fine printing. Then Olin developed a new concept in papers called Waylite. It's a lightweight stock as opaque as many papers twice its weight, with extreme whiteness and great strength. Waylite gives you beautiful print-

ing results in halftone or line, black and white, and color. It can cut your postage in half, and reduce the bulk and weight of your printed material. Ask your Olin fine paper merchant about Waylite or write to us. See it, and you'll agree that it has turned one more sacred cow out to pasture.

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### SAVE TIME-LABOR-TWINE

**TIE LETTERS - PARCEL POST - CHECKS  
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with a **AUTOMATIC PAK-TYER**



There is an ALL-PURPOSE PAK TYER for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. **LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.**

**FELINS TYING MACHINE CO.**  
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## SELF ADHESIVE...

Precision made... for high speed,  
non-smudge, automatic printing

## PIN FEED LABELS

MANUFACTURED BY

**THE National Tag Co.**

333 S. PATTERSON BLVD., DAYTON, OHIO

Tags, die cut specialties, pressure sensitive labels.



## REACH!

- ★ more prospects
- ★ more customers
- ★ more economically
- ★ more efficiently
- ★ more often
- ★ more forcefully...

with four color post cards...  
from a leader in the field...  
Write for samples and price list.

Pub. by **FASCOLOR INC., Rochester, N. Y.**



**FASCOLOR**  
INC.  
D.E.P.T. 008  
**P. O. BOX 86**  
**ROCHESTER 1, NEW YORK**

ment. His philosophy was that men in prison first must come face to face with themselves, before they are ready to face society. He believed in self help and initiative, and had little patience with a sympathy seeking state of lethargy.

"Mike made his mistake and paid for it. He was ready to leave. So it was with mingled feelings of joy, and a nostalgic sense of great loss, that we shook this man's hand, and bade him farewell and God Speed. Mister Bootstrap was gone."

We're sure that Murray's reception on "the outside" was a bit better because of his work on "the inside."

(If you would like to offer assistance to the Bootstrap program, write to John F. Hoffman, Assistant Supervisor, Academic School, State Prison of Southern Michigan 4000 Cooper Street, Jackson, Michigan.) •

## CROSS MY PALM WITH SILVER

No good magazine sells editorial space for a price, directly or indirectly. Yet there's a host of fringe publications trying to lure the advertiser's dollar by offering him "high readership" editorial columns in return for a small fee.

Recently Cheshire, Inc., manufacturers of a variety of labeling machines, received 7 letters in the space of 9 days, all offering editorial comment in return for a fee. Both Cheshire and its agency, Robert W. Deitz & Associates, feel this type of program to be in bad taste if not unethical. We agree, but you decide for yourself. Here's the copy from just one of the letters. The other seven were similar in content.

Dear Sir:

We would like to include a product review on the Cheshire Model E in our next issue.

(Name of publication) is a magazine directed to engineers, purchasing agents, industrial consultants, and executive personnel. Through its product review ad section, it keeps its readers informed of products and developments in business and industry.

To include your product, we need the following information:

1. A glossy print of the item and suggested copy of about 60 words. A news release or catalog page will do nicely.
2. The name of the person to whom product inquiries should be forwarded which we receive through our inquiry card system.
3. Permission to bill your firm \$17.50 on publication.

"It has been demonstrated time and again that the orderly presentation of factual information used in the editorial technique has wider readership and greater impact than most conventional type ads"—from a report by Gallup and Robinson, an advertising and research authority.

We look forward to hearing from you and thank you for your cooperation. •



# Only Hammermill Graphicopy® Papers come in this sturdy, re-usable carton



You'll find a score of uses for the unique Hammermill Graphicopy Paper carton. This carton is designed to be used again and again. It is extra strong—yet it opens easily without ripping the carton or tearing your fingernails. Just pull the top to open and tuck it in again to close. The carton is perfect for deliveries, for filing and for storage. You'll like its convenience in use and re-use.



With the handy Graphicopy "Paper Selection Guide" you're sure of getting just the right paper for all your printing, duplicating and general office use. One glance at this chart tells you the Graphicopy item you need and its order number. Reordering is easier, too.



Here's the *big* reason for buying Hammermill Graphicopy Papers! They're made right to run right on your office equipment. Get your "Paper Selection Guide" now. Ask your Hammermill supplier or write Hammermill Paper Company, 1621 East Lake Road, Erie, Pennsylvania.





## HORSTMAN CRITICIZES HANSEN AD THEORY

Robert L. Horstman, Vice President of Rodale Manufacturing Company, Emmaus, Pennsylvania, wrote to us recently, violently disagreeing with some theories in Alvin Hansen's new book "Economic Issues of the 1960's" (McGraw-Hill). You may or may not agree with Mr. Horstman but his well written rebuttal is interesting and worth printing here. If any others of you want to get something off your chests, we're always happy to hear from you on issues that affect all of us in advertising and direct mail in particular.

"Alvin H. Hansen, Professor of Political Economy, Emeritus, at Harvard University, has attacked adver-


tising as one cause of inflation, an inducement to waste money on unnecessary gadgets and generally objectionable. In his latest book for McGraw-Hill, "Economic Issues of the 1960's," he says, "... a general curtailment of aggregate advertising outlays would reduce private expenditures and so help to free resources for national security, for public investment in human and natural resource development." Professor Hansen believes that these funds would be better put to use, I suppose, by building schools, roads, etc. Granted, some gadgetry has been

encouraged by persuasive advertising, some monies wasted by false beliefs in advertising claims. Our industry, for the most part, is aware of its moral obligations to correctly represent products. The Professor's attack turns on various media and while damaging to an already besieged industry, is made more infuriating by the "big government" methods which he suggests for controlling our advertising expenditures.

He suggests that "postal rates on advertising material circulated through the mail could be sharply increased." We all know that the recent postal rate increases have been unusually burdensome and have hit the publishing trades particularly hard. Our postal service, if operated more efficiently, could conceivably lower postal rates and still eliminate its large deficit budget. Mr. Hansen is not, however, concerned with the postal department's deficit but rather wants the government to arbitrarily raise the postal rates in order to cut down the amount of direct mail advertising. He further attacks direct mail as "... an effective means of stimulating bizarre and wasteful types of expenditures." He continues, "The great bulk of this material does indeed, it appears, go into the wastepaper basket. As such it is a drag on the Post Office Department and must be regarded as a public nuisance. Nevertheless, it appears to be a highly profitable form of advertising and this suggests that it does increase expenditures and so adds to inflationary pressures in boom periods."

"In the year 1959 \$1,765,000 was spent to produce and deliver direct mail advertising messages. Reliable studies have shown that it takes 10,000 investment dollars to equip each worker in the United States. Let's say each worker received \$7,000 per year salary. Even at that high average salary rate we are talking about over one million people who are gainfully employed in supplying the direct mail industry. Professor Hansen himself, in the preface to his book, points out "our average peacetime unemployment of 5.1 per cent of the labor force is intolerably high." Although it would be difficult to locate and evaluate the statistics involved, it is certainly safe to assume that an even greater number of people are employed in manufacturing the items which are sold through this medium. The Professor admits to an already high unemployment rate but doesn't hesitate to

JOE SENT ME . . . . .



You can get in . . . with less trouble . . .  
with direct mail.

Try it with  
Mailograph Co., Inc., 39 Water Street, New York 4  
BOwling Green 9-7777



gamble with the jobs of millions of employed persons in order to give the government control of advertising. By making statements about "bizarre and wasteful types of expenditure" and singling out the wastepaper basket as the final resting place of the great bulk of this material, I am led to believe the Professor is personally irritated by direct mail. He has every right to be. But let's not let these personal tastes and immature conclusions color the economic facts as taught to our country's leaders at Harvard. Advertising of all kinds creates a market, accelerates demand for new goods and services, increases the velocity of money moving through the stream of the nation's economy—all desirable results.

"Increasing the postal rates on direct mail is not the only control that Professor Hansen sees as a curtailment to advertising. He further suggests a "countercyclical adjustment of advertising as an allowable business expense in calculating income tax." This simply means the government would be in a position to dictate to businessmen just how much they could spend advertising

their products. This would restrict free enterprise, deflate the desire to invest, and give an already powerful government another seat behind the desk of free industry. If our economic system is to compete with Russian Socialism, we must give it the freedom to exist and grow on an individual basis. The government has never proved itself capable of properly managing the monies they have. The government now is running more than 19,000 businesses covering forty-seven lines of activity from rum distilling to the manufacture of surgical equipment. Operating tax-free, dividend free in direct competition with its own citizens the government loses billions each year in the businesses.

"Let's let industry lead the way to a healthy economy. We must give industry the right to life, liberty and the pursuit of markets without restricting advertising funds."

#### ADVERTISING 1980

An address by Lee Fondren, station manager of KLZ Radio, Denver, before the Rocky Mountain Baker's Association (later adapted in *Baker's*

*Weekly*) took readers on a mythical journey through the business world of 1980—a world without advertising.

According to Mr. Fondren's crystal ball, all types of advertising had been browbeaten, harassed and finally legislated out of existence. Even point-of-purchase and reminder advertising had been erased by zealous solons.

Here's his report of what happened to direct mail.

Direct mail advertising had been whipped by a series of encroaching laws raising rates for all but personal and business correspondence type mail and making it economically impractical for advertisers to pay the increased costs involved. The public had gradually bought the idea that advertising matter sent through the mails was junk mail, slowed down delivery of other mail, and in general burdened the taxpayer. Until finally, it was illegal to send a printed piece of advertising to a householder who had not requested it in writing . . . and so direct mail was gone.●

Two elderly ladies arrived at a baseball game just as the batter hit a home run. They sat watching the game in silence until—several innings later—the same batter came up to bat and hit another home run. Said one of the ladies to the other: "Let's go. This is where we came in."

—From IMP, postcard house magazine edited by Orville Reed.



## A full YEAR'S mailing campaign IN ONE COLORFUL PACKAGE

... This outstanding "HISTORICAL" series of mailers, all lithographed in clear sparkling colors, features some important event that occurred in each particular month.

... Furnished with or without YOUR sales message — in whatever quantity you need to cover your mailing list.

A "Prestige" program, interest-keyed to maintain a year-long continuity of customer communication! !

PRICES  
ON  
REQUEST

SAMPLE SET  
OF ENTIRE  
SERIES  
\$1.00

Brunner, Inc.  
1010 Jefferson Ave.,  
Memphis, Tennessee

Please send us.....sample sets.

.....check attached .....Bill us

Firm .....

Address .....

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### SPECIALIZED MAILING LISTS

You can have custom-made lists compiled to your business requirements at prices you'd pay for regular stock lists. Tell us about the market you want to pin-point. Free list consultation and catalog.

#### KADLECK BUSINESS SERVICE

4031 DM Clayton Ave., St. Louis 10, Missouri

## HOW MUCH IS A LIVE LEAD WORTH TO YOU?

Whether you sell direct to consumers... through distributors... or to the trade interested response means SALES!

The Directo-Letter\* with the hinged-on reply card brings you more live leads for less because it puts response at your prospect's fingertips. Companies small and large (RCA, Westinghouse, Standard & Poor's etc.) use our mailers to get results through the mails... PROFITABLY.

For prices or samples

Call Arthur Roth,

or write on your letterhead to:



### DIRECTO-LETTER

DIVISION, DIRECT MAIL PRINTING CO.

448 West 16 St., N.Y. 11, N.Y.

Watkins 4-0500

\*PAT. APPL. FOR

## SIMPLE AS S. I. C.\*

25,000 PRESIDENTS of selected MANUFACTURING PLANTS with 100 or more employees... doing 75% of the industrial business

### ARRANGEMENT

GEQ-geographical by county

SIC-by product (19 11-39 99)

ALPHA-alphabetical by company

### IMMEDIATE DELIVERY

on gummed mailing labels

### ACCURACY

postal delivery guaranteed 95%

List complete on labels \$500.00

State and county selection additional.

Write for geographical breakdown.

Sales Managers and Purchasing Agents

also available. \*Standard Industrial Classification

**S I C**  
**NAMES, co.**

55 East Washington Street  
Chicago, Ill. — DE. 2-0384



## Postal Roundup

We believe the Post Office Department should economize in order to decrease the gap between income and outgo... but we hate to see the discontinuance, because of economy, of the *Postal Service News*. The July 1961 issue announced the discontinuance of this 16-page 8½" x 11" house magazine which for the last seven years has gone to 500,000 postal employees every month. We have liked the friendly, informal but informative style of *Postal Service News*. It gave good publicity to the people in the field who were doing a good job of public relations. Employees in the future will have to get information about their jobs from the *Postal Bulletin*, *The Regional Letter*, the *Postal Manual* and the *Regional Manual*. And nothing could be more formal, uninspiring and dull as those four publications. The Department, so they say, is saving \$168,000 per year in printing by discontinuing the inspiring *Postal Service News*. Unwise economy. That's one good thing Mr. Summerfield accomplished... starting an employee house magazine. And it was handled under the supervision of former DMAA president, L. Rohe Walter.

Did you know that if you mailed something to a wrong address or to an incomplete address, the head postmaster will mail you a cordial form letter telling you that your mail addressed to a certain person at a certain address is not being delivered because that person is reachable only through a post office box 1941. The head postmaster would be most grateful if you will amend your mailing records in order that future correspondence is not unnecessarily delayed. There is no charge for such service and cordiality. But don't get excited, fellows. That doesn't happen in the United States. This is the system used in Nairobi, Kenya. Thanks to Jock Falkson of Johannesburg, South Africa for telling us about it. Jock also tells us that if they under stamp an airmail letter, the post office does not return it for the extra stamp. If

return address is on the envelope, the post office adds the extra stamp and sends a polite debit note asking sender to pay up (there is no penalty). In ten years their bad debts have been negligible. Incidentally, Jock Falkson will be at the New York DMAA convention in October.

The chart shown here was recently released by The Business Mail Foundation to show how important it is



to cooperate with the Post Office Department's drive for early mailing. You can see from the chart that the heaviest work load in post offices comes between 4 p.m. and 8 p.m. Many of the post offices are relatively idle during the rest of the 24 hours. So business houses who use first class mail are being urged to mail at interval during the day. Don't wait until the 5 p.m. rush. Most third-class mail users, especially the larger ones, have cooperated with the Post Office all through the years. Big mailings are deposited early in the morning rather than during the evening rush. If everyone cooperates we will get better service.

Here is a followup on that item about "float mail" in the September roundup. Edwin Riley, Director, Postal Services Division of the Post Office Dept. tells us that during fiscal



year 1960 more than 55 million Form 3547's were prepared, but Post Office has no statistics on the volume of undeliverable matter disposed of as waste. Too bad. It must be enormous. In answer to our queries about the amount of "float mail," Mr. Riley continued: "The use of obsolete mailing lists results in a high percentage of 'float mail' and the subsequent handling and disposition is a real postal burden. It appears that mailing list accuracy is secondary on the part of many list owners as long as a list remains productive. A recent study conducted at 38 post offices revealed mailing list errors of 25 to 40 percent. Although the annual population movement is partly responsible for the inaccuracy of mailing lists, inaccuracies up to 40 percent reflect a serious lack of concern on the part of list owners. Since only a small portion of third-class mailings bear requests for Form 3547, this service alone will not solve the problem. As you know, we have studied the merits of continued use of this change of address notification form. Consideration was given to a procedure which provided for the return of undeliverable third-class mail with new address information, if available, under the sender's pledge to pay a fee commensurate with that presently charged for the Form 3547. Other such undeliverable matter was to be immediately disposed of as waste."

Remember, we warned U.S. firms having Canadian distributors that after October 1 they would not be able to supply those distributors with permit return envelopes which are printed in the United States. After considerable DMAA negotiations with Postmaster General William Hamilton, the effective date has been extended through March 31, 1962. So you can use all your present stocks until that time. After that date be sure to have your permit reply envelopes and cards for use in Canada, printed in Canada.

Remember also that the U.S. Post Office Department was intending to enforce a new regulation which required bulk permit mailers to deposit their mail at one designated main or branch office. This too required many sessions of negotiations. We understand the Post Office is relaxing the rule somewhat. Too complicated to discuss here. Find out what your local lettershop or postmaster knows about it. In most cases, you will be able to designate more than one office of deposit. \*

# DMCP NEWSLETTER

DIRECT MAIL CREATION & PRODUCTION ASSOCIATES, INC.  
1814 Jefferson Avenue, Toledo 2, Ohio • CHerry 4-8316

## YOU CAN'T BEAT SUCCESS!

Specifically, you can't beat success which others have had via proper use of professionally-prepared direct mail advertising. This is no business for the amateurs! Turn over your direct mail project to the professionals listed below. But first . . . look at these case histories:

**A JIGSAW PUZZLE MAILING FOR WOODRUMS' OF PARKERSBURG AND SPENCER, W. VA., WAS TURNED INTO A GREAT SUCCESS**, despite competition from temperatures of five degrees below zero and 10 inches of snow.

The problem: how to build traffic in two newly-opened branch furniture stores and to influence select groups of people to open charge accounts.

An illustrated letter, envelope, charge account application, prize-drawing stub and a single piece of jigsaw puzzle were sent. The puzzle piece had to be brought to the store, qualifying the bearer for a prize.

Approximately 10,000 mailing pieces were sent to the upper class residential section. Despite terrible weather for a week, results were good.

This was a joint effort of Dupont Advertising, Inc., of Charleston, W. Va.; Woodrums' of Parkersburg and Spencer, and DMCP Associates, Inc.

**THERMO-FAX COPYING MACHINES WERE PROMOTED SUCCESSFULLY AMONG DOCTORS AND OTHERS** via direct mail advertising, in spite of tremendous competition for physicians' attention.

This was a joint effort of Thermo-Fax Sales, Inc., and OMS Mail Advertising, both of Boston, and DMCP Associates.

Thermo-Fax wanted doctors to witness a demonstration of the machine. If the doctor returned a business reply card which went with the mailing, a salesman would call to provide a demonstration and bring a gift. The mailing consisted of three separate letters. The list included 5,400 general practitioners.

The quality of the leads produced by the mailing was excellent. More than half of the replying doctors purchased machines. Mailings were made later to other groups, ranging from dentists to drug stores. In each case, the success was comparable to the doctor campaign.

Now . . . what's YOUR sales problem? DMCP can help you. Write to the DMCP affiliate nearest you for a copy of one or both of these programs . . . and learn how PROFESSIONAL direct mail advertising can help you.

## WRITE DMCP IN TOLEDO OR PHONE THE AFFILIATE NEAREST YOU

**DMCP** BALTIMORE, Md.—DMCP—HO 7-7997 • BIRMINGHAM, Ala.—Wm. Grubb & Assoc.—AL 1-7585 • BOSTON, Mass.—OMS Mail Adv.—AL 4-2060 • CHARLESTON, West Va.—Dupont Adv.—DI 4-3491 • CHICAGO, Ill.—Cre-Ad Mail—RA 6-8832 • CINCINNATI, Ohio—Curtin & Pease—761-8672 • CLEARWATER, Fla.—DMCP—442-3242 • DETROIT, Mich.—Adv. Letter Service—LO 7-9535 • ELIZABETH, N.J.—Auto. Mailing & Printing—TA 4-0891 • ERIE, Pa.—DMCP—UN 4-3079 • FRESNO, Cal.—DMCP—BA 9-0686 • HARTFORD, Conn.—J. Roy McLennan—AD 3-8234 • HARRISBURG, Pa.—DMCP—KI 5-7241 • INDIANAPOLIS, Ind.—Ad. Letter Service—ME 6-3527 • JACKSONVILLE, Fla.—Roy C. Goettsche—RA 5-0346 • KANSAS CITY, Mo.—Cliff Kelley Direct Mail—HA 1-2484 • KNOXVILLE, Tenn.—Dante Letter Service—5-6426 • LANCASTER, Pa.—Quality Printing & Letter Service—EX 4-3771 • LANSING, Mich.—W. A. Pomeroy & Assoc.—IV 5-1731 • LOS ANGELES, Cal.—Kae Aigyer Adv.—HO 5-5785 • MACON, Ga.—Pruett Adv. Co.—SH 5-1696 • MEMPHIS, Tenn.—Rodney Baber & Co.—JA 5-6731 • MINNEAPOLIS, Minn.—Gile Letter Service—FE 3-3471 • MOBILE, Ala.—Richard Fay-Mail Adv.—HE 3-3166 • NEW YORK, N.Y.—Fermaprint, Inc.—MU 2-8124 • OKLAHOMA CITY, Okla.—Lunn Printing Co.—CE 5-3344 • PHILADELPHIA, Pa.—The Connelly Organization—LO 8-6400 • PITTSBURGH, Pa.—DMCP—AT 1-9994 • PORTLAND, Ore.—Taylor & Co.—CA 2-9331 • RICHMOND, Vir.—Expert Letter Writing Co.—643-7345 • ROCHESTER, N.Y.—Inserting & Mailing Co.—HA 6-6245 • SALT LAKE CITY, Utah—Adv. Management—DA 8-2111 • SAN ANTONIO, Tex.—June's Letter Shop—CA 4-7373 • SEATTLE, Wash.—The Cone Co.—MA 2-5181 • ST. LOUIS, Mo.—Cliff Kelley Direct Mail—CE 1-6750 • TACOMA, Wash.—Mercury Press—FU 3-2788 • TOLEDO, Ohio—Curtin & Pease—CH 4-8316 • WASHINGTON, D.C.—DMCP—FE 8-2128 • WICHITA, Kan.—Letters, Inc.—HO 4-2231





H. G. "Bud" Miller

### A Year to Go... But Work Has Started on 1962 Convention

CHICAGO—With the 1961 Convention of DMAA not yet convened, work has already started on the association's 45th Annual get-together, scheduled to be held here, at the Sherman Hotel, during late September of next year.

A preliminary meeting, called by Mail Advertising Club president Dick Trenbeth of the Art Institute of Chicago, asked H. G. "Bud" Miller of American Photocopy Equipment to serve as chairman of the steering committee for the 1962 sessions. He has agreed to assume the post.

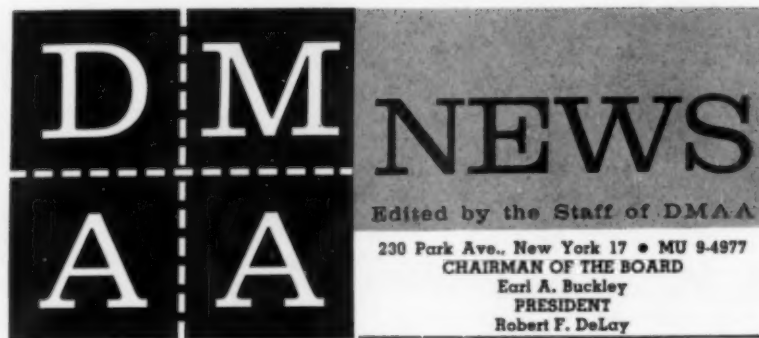
Those in attendance at the preliminary session included George Collins, Encyclopedia Britannica; Alan Drey, Walter Drey, Inc.; John Reardon, Mail Ad Club of Chicago; Tom Mocella, Harris Trust & Savings; DMAA Board members Giles McCollum and Bob Enlow, and DMAA president, Robert F. DeLay.

### DMAA Promotion Seen At Toronto 50-Year Ad Exposition

TORONTO—An exposition of fifty years in general advertising in Canada, held here September 20 through 22, featured an extensive display of DMAA material.

The panel was organized and set up by Lloyd Magee, of R. G. McLean, Ltd., who is chairman of the Ontario region of DMAA in Canada. The exhibit consisted largely of DMAA "Leader" campaigns and other printed material explaining the role of the association and the services it provides its members.

The exhibit took place at the office of Baker Advertising here.



### Atlanta Direct Mailers Getting Set For City's November All-Day Meeting

ATLANTA, Ga.—Extensive preparations have begun for this city's Direct Mail Day program, scheduled for November 10 at the Dinkler Plaza Hotel.

A meeting held at the Castle View Club early in September established some program details and assigned responsibilities for carrying out the varied details connected with the planned sessions.

Lewis F. Gordon, of Grizzard Advertising, and Jess Roberts of the Atlanta Advertising Club are acting as co-chairmen for the November event, which is the first such program to be held in the Southeast sponsored jointly by a local advertising organization and DMAA.

In addition to Mr. Gordon, those present at the preliminary planning meeting included Moreland Moncrief of the Atlanta Advertising Club; Margo Venable, Citizens and Southern Bank; Jim Leak, Sig Guthman and Dave Goldwasser, all of Atlanta Envelope Co., and Marshall Gribble, representing DMAA national headquarters.

According to present plans, the keynote address will be delivered at 9:30 a.m. on November 10 by Robert F. DeLay, president of DMAA. He will be followed by Bernard Fixler, currently DMAA treasurer, and president of Creative Mail Service, Freeport, Long Island, who will address

the meeting on "Mailing Lists and Their Proper Use."

Henry Hoke, Jr., publisher of *The Reporter of Direct Mail Advertising*, will preside over a slide presentation session showing the three campaigns which won the Gold, Silver and Bronze Mailbox awards in this year's annual direct mail contest.

At the luncheon session, Les Suhler, vice president and subscription manager of *Look* magazine, will talk about "The Use of Direct Mail in Circulation Promotion."

In general, Atlanta's Direct Mail Day will follow the seminar format used so successfully in recent years by other communities throughout the United States.

Afternoon meetings, consequently, will be devoted to a "Circles of Information" series of simultaneous meetings and panels, at which specific phases of direct mail practice will be analyzed and discussed.

The day's program will conclude with a dinner and an open meeting of the Atlanta Advertising Club.

### San Francisco to Host 2-Day West Coast Convention in April

SAN FRANCISCO — A 1962 DMAA West Coast convention will be held at the Fairmont Hotel here on April 25 and 26.

Hal E. Spencer, of Business Extension Bureau and chairman of the direct mail departmental of the San Francisco Advertising Club, is serving as chairman of the steering committee for the two-day meeting and has begun arranging program details.

Cooperating with him are Jack Schnider, Zellerbach Paper Co., vice-chairman of the steering committee, and Bill McGrew, Lane Publishing Co., who is DMAA's western vice-president.

The meeting is the logical follow-up to a highly successful similar two-day affair held in the spring of 1960.

### Parley Has Guest

CHICAGO—The repeat winner of this year's scholarship grant awarded annually by this city's Mail Advertising Club will be attending the 44th Annual Convention in New York as a guest of the American Medical Association.

He is Thomas F. Asher, who for the second consecutive year has been named recipient of MAC's \$1,000 school year grant.



## Direct Mail Clubs Begin Activities, Choose Officers

NEW YORK — With the advent of the new "season," Direct Mail clubs throughout the country are launching programs and stepping up their pace of activity.

Following is a list of a number of these local clubs, together with pertinent information regarding their new officers, meeting dates, addresses, etc.:

Mail Advertising Club of Chicago  
154 East Erie St., Chicago 10, Ill.  
President: Richard P. Trenbeth, Art Institute of Chicago  
Vice President: Alan Drey, Walter Drey, Inc.  
Executive Secretary: John Reardon  
Treasurer: Thomas M. Mocella, Harris Trust & Savings Bank  
Meeting Date: 2nd Wednesday each month (luncheon)

Direct Mail Club—Detroit  
606 Michigan Building, Detroit 26, Mich.  
President: Carl L. Welti, Detroit Edison Co.  
Vice President: John L. Rossel, National Mailing Corp.  
Second Vice President: Fred Kempster, Detroit Diesel Engine Div., General Motors Corp.  
Secretary: Louise Leidig, Vickers, Inc.  
Treasurer: Lester E. Finley, National Bank of Detroit  
Meeting Date: Monthly

Direct Mail Advertising Club of Indianapolis  
Hotel Severin, Indianapolis 9, Ind.  
President: Al Hadfield, Aero Mayflower Transit Co.  
Vice President: W. H. Rohr Jr., Rohr Advertising, Inc.  
Secretary - Treasurer: William Guyon, Rough Notes Co., Inc.  
Meeting Date: 2nd Wednesday each month (luncheon); 3rd Wednesday each month (workshops)

Kansas City Direct Mail Club  
c/o Bermingham & Prosser Co., 715 May St., Kansas City 5, Mo.  
Chairman: William H. Mann, Bermingham & Prosser Co.  
Program Chairman: Robert Bonebrake, Tension Envelope Corp.  
Direct Mail Day Chairman: Merle Ostergard, Packer Publishing Co.  
Meeting Date: 2nd Tuesday evening of each month (except October)

Direct Mail Association of the Upper Midwest  
c/o ONAN Div. of Studebaker-Packard Corp.  
2515 University Ave. S.E., Minneapolis 14, Minn.

## Calendar of Events

### OCTOBER

10-13 New York, N. Y. — 44th Annual DMAA Convention, Statler-Hilton Hotel.

### NOVEMBER

10 Atlanta, Ga. — Direct Mail Day, Dinkler Plaza Hotel.

### APRIL

25-26 San Francisco, Cal. — West Coast Meeting, Fairmont Hotel.

## 33 Colleges, Universities Awarded Permanent Direct Mail Libraries

NEW YORK — Courses of instruction in advertising and business administration throughout the United States and four other countries will benefit this Fall from 330 Direct Mail Leader campaigns which have been presented to the schools from the DMAA library. This effort to stimulate interest and provide teaching tools in the direct mail medium is a project of the Education Committee.

DMAA Librarian Ruth Laguna has compiled the following list of 33 schools, colleges, universities in the United States and four direct mail associations in foreign countries to which permanent exhibits have been sent:

Soken Printing Co., Japan  
Heath's Direct Mail, Australia  
Irish Direct Mail Club, Eire  
Canada Education Committee of DMAA  
U. of California, School of Business Administration, Berkeley  
San Jose State College  
Long Beach (Calif.) State College  
Denver University  
Texas Southern University, Houston  
U. of Missouri, School of Journalism,

Columbia  
Central Michigan U., Mt. Pleasant  
Wayne State University, Detroit  
Dayton University, Detroit  
Moline (Ill.) Community College  
Northern State Teachers College, Aberdeen, S. Dak.  
Colorado State College, Greeley  
U. of Illinois, Urbana  
Valparaiso (Ind.) University  
University of Wichita (Kans.)  
North High School of Wichita  
Drexel Institute, Philadelphia  
Florida State University, Tallahassee  
West Virginia University, Morgantown  
Auburn (Ala.) University  
East Tennessee State College, Johnson City  
Milligan College, Tennessee  
Harvard University, Graduate School of Business Administration, Cambridge, Mass.  
University of Miami (Fla.)  
Boston University  
Pratt Institute, Brooklyn, N. Y.  
Fordham University, New York City  
Charles Morris Price School, Philadelphia  
Washington (D. C.) School for Secretaries  
College of the City of New York,  
Bernard Baruch School

President: Virgil C. Gilbertson, ONAN Div. of Studebaker-Packard Corp.  
Vice President: Elaine F. Johnson, Burgess-Beckwith, Inc.  
Secretary: Harvey Heise, Sher-Nuff of Minneapolis, Inc.  
Treasurer: Rodger Lundberg, Rotary Press Co.  
Meeting Date: Monthly

Hundred Million Club  
44 East 53rd St. (5th Fl.), New York 22, N. Y.  
President: J. Dudley Broderick, Doubleday & Co., Inc.  
Vice President: Mitchell Gresser, American Institute of C.P.A.'s  
Vice President: Anshel Gould, Albert Frank-Guenther Law, Inc.  
Vice President: Warren Brown  
Secretary: Mary E. Clark, The Catholic Digest  
Treasurer: Natalie Schwalb, The Reporter Magazine  
Meeting Date: Generally 2nd Thursday of each month (luncheon)

Philadelphia Direct Mail Club  
c/o Modern Mailers, 3304 Arch St., Philadelphia 4, Pa.  
President: E. Walter Karkut, Modern Mailers, Inc.  
Vice President: Earle Buckley Jr., the Buckley Organization, Inc.  
Secretary: Miss Wilma Michener, Westminster Press  
Treasurer: Theodore C. Leopold, Edward Stern & Co.  
Meeting Date: 2nd Thursday of each month (except July and August)

Direct Mail Club of St. Louis  
c/o Commercial Letter, Inc., 1335 Delmar Blvd., St. Louis 3, Mo.

President: Aaron Fadem, Commercial Letter, Inc.  
First Vice President: Robert Fischer, Cavanagh Printing Co.  
Second Vice President: M. W. Finkensbinder, Lisle M. Ramsey & Assoc.  
Secretary: Grace Stockhus, Ad-Craft, Inc.  
Treasurer: Charles Baker, Scriptomatic Sales of Missouri  
Meeting Date: Last Thursday of each month (except summer months)

Mail Advertising Club of Washington  
c/o McArdle Printing Co., 24th & "M" Sts., N. W., Washington 7, D. C.  
President: Ralph Ives, McArdle Printing Co.  
Vice President: Guy Yolton, Washington Chamber of Commerce  
Secretary: Jim Dimond, National Rifle Association  
Treasurer: Robert Warfel, American Ordinance Association  
Meeting Date: 1st Wednesday of each month (luncheon)

## 44th Annual DMAA Convention

For complete day-by-day  
program and list of all  
exhibitors, see pages 14  
& 15.



## ANNUAL REPORTS ON DISPLAY

You have until October 27th to get over to the Library of Ideas at the offices of Mead Paper Company (230 Park Avenue, N.Y.C., or 20 North Wacker Drive, Chicago) to see an exhibit of the nation's finest annual corporate statements.

For its 1961 show, Mead rounded up some 4,000 annual reports. Of that number, the best 200 to 300 examples were selected to be shown.

To learn what 1960's annual reports featured, Mead interviewed

specialists in the graphic arts and related fields. Here are the highlights of that survey:

**PAPER:** Antique is being used more. However, a counter-trend toward dull coated paper is seen.

**ARTWORK:** Continues to emphasize the "sophisticated" or "dignified" look, with a generous use of white space.

**LAYOUT:** Emphasis on readability and legibility in layout planning.

Other trends noted in the Mead survey:

"Name" artists and designers being

used more, due chiefly to the influence of ad agency and public relations advisers.

Fewer but better illustrations, rather than heavy use of "second rate" material.

Greater use of the self-mailing technique. (Financial World, which has held 21 annual report surveys, notes that nearly 100 corporations have mailed their reports without envelopes this year, as against 40 self-mailers last year at this time.)

Wider use of embossing; upturn in the use of trademarks (embossed or printed) on report covers, and die cutting techniques in layout and design.

Among those who cooperated in the Mead survey were leading printing firms of New York City; Financial World; New York University Professor of Business Writing J. Harold Janis; Weston Smith of Weston Smith Associates; Martin Chatinover of Wall Street Consultants and General Electric.

The library will be open from 9 a.m. to 5 p.m. every business day.

## A POINT OF LAW

A year or so ago, we mentioned a peculiar case in Somers, N. Y. A local zoning commission granted a license for formation of a new private club on the condition that the club would not solicit new members by mail (or by any other kind of advertising). DMAA members in that locality questioned whether the local zoning authorities or any other local authorities had the right to restrict the use of the mails.

The local zoning board in Somers stuck to their guns in spite of unfavorable publicity.

After considerable delay, we have finally gotten a ruling from a competent and official legal authority. It reads as follows: "Courts have taken the position that use of the mails for purposes which are not tainted with fraud is a federally protected right. Pike, et al. v. Walker, 121 F. 2d 37 (CA DC, 1941) cert. den. 314 U.S. 625 (1941), reh. den. 314 U.S. 710; Walker v. Popenoe, et al., 149 F. 2d 511 (CA DC, 1945). It has also been held that a local zoning board cannot qualify issuance of a zoning permit upon compliance with a condition not authorized by law. Titus St. Paul Property Owners Association, et al. v. Board of Zoning Appeals of Town of Irondequoit, et al., 132 NYS 2d 148 (S. Ct. Monroe County, 1954)."

Keep this item for future reference. If a similar situation occurs in your locality . . . your attorney will have the necessary legal citations. •

# NBL Names Burnett N. Y. Vice-President

*Opens Office in New York  
to Service Eastern Accounts*

CHICAGO, Oct. 1—National Business Lists, Inc. announced today the appointment of Ed Burnett as Eastern Vice-President. The firm will share office space with Ed Burnett, Inc., which Burnett will continue to operate, at 156 Fifth Avenue in New York.

With over 3,500,000 unduplicated names of business firms on IBM cards, NBL is now the nation's leading compiler of business lists organized by the Department of Commerce's Standard Industrial Classification (SIC) System. Over 20,000 changes a week are made in this file to keep it up to date.

The opening of a New York sales office will be followed, in the first part of 1962, by the installation of addressing facilities nearby. Address masters produced in NBL's Chicago plant will then be shipped East for transfer onto envelopes and mailing pieces furnished by customers in the area.

To meet the greatly increased demand for its services, NBL recently doubled its Chicago IBM processing and addressing facilities. In the fall of 1962 capacity will be stepped up again to over 2,000,000 names per week with the installation of IBM's 1401 Series addressing system.

In addition to offering unduplicated, up-to-date coverage by SIC, NBL can merge any two or more lists alphabetically and geographically, provide breakdowns and counts of merged lists by distributors', or branch office, territories—by county, or even by postal zone. Selections can also be made on the basis of business size and city size, or by metropolitan area.

Dealer help campaigns, based on NBL lists merged to give total market coverage in each distributor's territory, have been successful in obtaining qualified sales leads for products as diverse as office duplicating equipment, tractors and steel buildings.

Full information, including state counts for larger lists, about NBL's unique IBM card compilations, is contained in the 41 page "Marketing Guide to Over 3,500,000 American Business Firms". This publication may be obtained free of charge by writing NBL.

## NATIONAL BUSINESS LISTS, INC.

162 N. Franklin St.  
Chicago 6, Illinois  
FRanklin 2-0653

156 Fifth Avenue  
New York 10, N. Y.  
ALgonquin 5-9650



**quick  
quiet  
automatic  
addressing  
on a  
desk  
top**



THE ELLIOTT 1250A accelerates communications with all the lists of people that put life in your business . . . prospects or customers, dealers or distributors, salesmen or suppliers. The quick, quiet, automatic Elliott 1250A addresser is so compact, it fits on top of a desk. The price is compact, too, to fit the business that is not big, but busy. Find out about the 1250A now.

**ELLIOTT**  
Manufacturers of Elliott Addressing Machines & Data/Print Systems



The Unique Typewritable Stencil, heart of every Elliott System, saves space, costs little, gives thousands of clean impressions.

ELLIOTT INDUSTRIES, INC.  
143 Albany Street, Dept. MM-101,  
Cambridge 39, Mass.

Please send me FREE BOOKLET on Desk Top Addressing with the Elliott 1250A.

Name.....Title.....

Company.....

Type of business.....

Size of mailing list.....

Address.....

City.....Zone.....State.....





# Classified Advertising

Rates \$2.00 per line \$1.50 Situation/Help Wanted Minimum 4 lines

## ADDRESSING ELLIOTT

Addressing Elliott, Addressograph and Speed-aumat Plates. Cut, stored and addressed. Plates fully insured. Fast Service. Complete mailing, printing, and bindery service. Est. 1920. DOOLITTLE & Co., 320 N. Dearborn St., Chicago 10, Ill.

## ADDRESSING PLATES

SPEEDAUMAT—Embossed. Guaranteed 100% correct \$35.00 per M. Fast delivery. The Roskam Co., 1905 West 43rd, Kansas City 3, Kans. Talbot 2-1881.

## SPEEDAUMAT PLATES EMBOSSED FAST SERVICE

with  
100% ACCURACY GUARANTEED  
only

\$30 per 1,000

KIRBAN ASSOCIATES, Inc.  
226 Hatboro Pike, Horsham, Penna.  
OSborne 2-2040

America's largest, most experienced Speed-aumat plate embossers give you fast, accurate and economical stencil-cutting service for only \$37.50 per M. Positive prompt delivery on any size list. Circulation Associates, Inc., 226 W. 56th St., N. Y. C. JU 6-3530.

## ADDRESSING SCRIPTOMATIC

Scriptomatic Addressing on job or contract basis—cheaper than you can do it yourself.

JEROME S. FINSTON  
Lynbrook, L.I., N.Y.  
Lynbrook 9-2705

Scriptomatic Masters prepared — low cost — quality work — 100% correct. Typewriter addressing — practically "do-it-for-nothing" prices! Find out. The Roskam Co., 1905 West 43rd, Kansas City, Kansas. Talbot 2-1881.

LOWEST RATES for Scriptomatic addressing. Only \$3 per M your list. Only \$10 M our rentals, including 20,000 schools, other lists. T & F News, Box 296, Los Altos, Calif.

## ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

## ANTIQUE TYPE FOR OFFSET

FOTO-FONTS NO. 4 — 16-page, 8x10 1/2 in. book contains 14 full fonts, including Tuscan Ornate, Ombree and Outline, Arboret, Dresden, Crayonette, Jim Crow, Chisel, Rustic, etc. Size range, 18 to 36 pt. Easy to set in precision alignment. Price complete, only \$4.00 post-paid. Many other low-priced fonts and clip-art items available. Free literature.

A. A. ARCHBOLD, Publisher  
Box 332-K Burbank, Calif.

## ARTIST — DIRECT MAIL

You know how to say it—he knows to display it. Seasoned pro in visual communications. Consultations with no obligations. Leo Gottlieb, 1279 E. 84th Street, Brooklyn 36, N. Y. RN 3-1767.

## BUSINESS OPPORTUNITIES

### CUT DIRECT MAIL COSTS VIA "AD-SERTS"

... your advertising inserts in mail order catalogs and packages, store and charge plan statements, grocery bags, etc. Used successfully by leading mailers. Write "Ad-Serts", 10 E. 39th St., New York 16, N. Y.

LEADING MAIL ORDER COMPANIES, STORES, CHARGE PLANS now earn extra income via "Ad-Serts" ... non-competitive advertising inserts in their packages catalogs, statements, etc. Why not you? Write "Ad-Serts", 10 E. 39th St., New York 16, N. Y.

## BUSINESS WANTED

Would like to purchase small to medium-sized mail order business. If you are in this category, we would be interested in discussing particulars with you. Write The Pollard Company, 611 N. Broadway, Milwaukee 2, Wisconsin.

## EQUIPMENT FOR SALE

Model 5500 ELLIOTT Addressing machine. Like new. Drobny Heating Co. 4800 Massillon Rd., Greensburg, Ohio

## MAILING COORDINATORS

REDUCE YOUR MAILING COSTS AT OUR EXPENSE! We coordinate national, prestige stature, advertisers for cooperative mailings.

"ad-mail" PUBLISHERS—225 W. 34 St., N.Y. 1

## MAILING LISTS

Direct Mail Proven Buyers. Over 790,000 Alpha Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

450 M Catholic Buyers — Contributors available from stencils and labels.

St. Anthony's Gift Shop  
120 Liberty St., N.Y.C. 6

ENGINEERS AND SCIENTISTS. Over 155,000 at their home address. Select by types. On plates. Lowest rates. DECISION/INC., 2616 Colerain Ave., Cincinnati 14, O. 681-6800. TWX: CI 229.

## HOME BUYERS

Greater Boston Area. These are brand new names available weekly. Housewarmers, Box 577, North Scituate, Mass.

## MAILING LISTS

60,000 Credit-Card Approved or Cash Buyers of men's items, automotive supplies and services, liquor store and gift shop items. Alpha-geographic order on Speedaumat Plates.

ALL-AMERICAN ACCEPTANCE  
8810 Melrose Ave., Los Angeles 69, Calif.  
Tremont 8-1288

Just completed — 65,000 new and used car dealers; 20,000 body and fender shops; 40,000 independent repair shops, 25,000 farm implement dealers. Will address your material only. No labels supplied. Take your pick \$20.00 thousand. Guaranteed 97% accurate. C. W. Taylor, National Market Reports, Inc., 900 S. Wabash, Chicago 5, Ill.

## RARE OPPORTUNITY FOR FUND RAISERS & CLUB PLANS!

OFFICIAL NEW 1961 LIST of 50,000 WOMEN'S CLUB Secretaries names ... AT HOME ADDRESSES! (Church & Fraternal Groups Included.) Names GUARANTEED 95% ACCURATE. Arranged by STATE. IMMEDIATE delivery. Sharp Ready-to-Mail GUMMED LABELS. Only \$17.50 per thousand names. Write for FREE Sample LABELS and complete Details. HERBERT DUNHILL & ASSOCIATES, Ltd., 55 East Washington St., Chicago 2, Illinois, DE 2-0580.

## 85,000 Scientists

Direct mail BUYERS of scientific and laboratory apparatus with \$80 average purchase. Outstandingly successful for periodicals, membership, books, equipment, etc. All lists geo-alpha by 14 professions. We address on your material or our labels. Lowest rates! Clean!

Active Advertising Associates  
P. O. Box 277, Chelsea, Michigan

WESTERN LICENSED BOAT OWNERS—350,000 at home addresses. Rent \$20M Calif., \$15M other states. Reduced price for electronic Cheshire punched tape sent to you. Selections by sizes. Details write: Charles C. Baake, Miller Freeman Publications, 500 Howard St., San Francisco 5.

MAILING LISTS — 500,000 carefully selected names in Protestant field. Individual lists of clergymen, laymen, laywomen, religious education directors, bible teachers, chaplains, youth leaders, and many others. Write for free brochure, "Protestant Religious Lists", Macfarland Co., Box 540-D, Westfield, New Jersey.

520M Catholic names available  
General Addressing Service  
1621-B W. Wisconsin Ave.  
Milwaukee 3, Wisconsin

## PLASTIC CARD EMBOSSING

America's largest, most experienced plastic card embossers and mailers give you complete production for credit and ID cards in any quantity. Fast, accurate and economical service. Circulation Associates, Inc., 226 W. 56th St., N. Y. C. JU 6-3530.



#### PROSPECT MAILING LISTS

Businesses, professions, trades. Buy complete or by states. In manuscript form. Alfred G. Latcha, 22448 Barbara St., Detroit 23, Mich.

#### OCCUPANTS

Occupant Coverage on labels west of Miss. Income and Dealer selection available. Market Compilation & Research Bureau, 10561 Chandler Blvd., North Hollywood, Calif. TR 7-5384

#### SPEEDAUMAT ZINC PLATES

##### SPEEDAUMAT PLATES EMBOSSED FAST SERVICE

with  
100% ACCURACY GUARANTEED  
only

\$30 per 1,000

KIRBAN ASSOCIATES, Inc.  
226 Harbor Pike, Horsham, Penna.  
OSborne 2-2040

#### SPEEDAUMAT PLATES

For just 1/2¢ per plate more your lists can be beautifully embossed, fully punctuated, and guaranteed 100% accurate. Virgin zinc plates. Base price \$40.00 per M. Advertisers Addressing System, 703 North 16th St., St. Louis 3, Missouri.

#### STENCIL CUTTING

ELLIOTT STENCIL CUTTING. Fast Service, Accurate Workmanship. Inked and ready for use. Advise quantity—we will quote promptly. Write, Phone or Wire LEWIS ADVERTISING CO., 6 S. Green St., Balto. 1, Md., LE 9-5100.

#### MALE OR FEMALE

If you are looking for a position or personnel replacement contact the following:  
New York City Area . . . A. J. Gould, Albert Frank-Guenther Law, Inc., 131 Cedar Street, N. Y. 6 . . . National . . . Mrs. Ruth L. Laguna, Direct Mail Advertising Association, 230 Park Ave., New York 17, N. Y.

#### HELP WANTED, MALE

Substantial Mid-West mail order house needs man well schooled in all facets of direct mail. Must have creative background, know production; catalog experience preferable. Top fringe benefits including profit-sharing program. Send resume and minimum salary requirement. Write Ned Nelkin, V.P., 811 Wyandotte, Kansas City 5, Mo.

#### EXECUTIVE VICE PRESIDENT

Rapidly expanding direct mail plant in Cleveland seeks experienced executive to fill the newly created position of executive vice president. Company presently employs 55. Volume in excess of \$500,000. Plant is completely integrated with copy preparation, camera, offset, multigraph, speedaumat, etc. Growth possibilities unlimited. This man will have complete responsibility for operation of business. It offers the right man a challenging position, with considerable opportunity for self-satisfaction and financial reward. Unless you have a proven record of success at high level management in a lettershop or direct mail plant, please do not reply. Send complete resume and reference to Box 101, The Reporter of Direct Mail Advertising. Principle of the firm will be in New York at MASA and DMAA Conventions to interview applicants. You will be able to reach me through this Box #.

## NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? No matter what they're doing, we'd like to include them in this monthly roundup of . . . "Names In The News"

**Eldridge Peterson**, former editor of *Printer's Ink*, has been appointed editor of publications at Pace College, New York City. . . . **Robert F. Miller** has been appointed sales manager of the Connelly Organization, Inc., Philadelphia. . . . **R. E. Kane** is the new product advertising supervisor at OMC Engines.

. . . **Phillip Wenig**, president of SRDS, has been named chairman of the research committee of NBP. . . . **Walter E. Mercer** has been named to the advertising sales staff of Redbook Magazine's New York office. . . . **Henry Bern** has joined the staff of Ace Advertiser's Service. . . .

**Michele Ricciardi** added as art director and **Stanley Schwartz** as account executive at Hazard Advertising. . . . **Quentin Harvell** has been named assistant to the president of the AFA. . . . **Frederick J. Mueller** joins the advertising and sales promotion staff of Monsanto Chemical's Inorganic Chemicals Division. . . . **Gordon R. MacQuaker** is the new general manager of General Printing Ink's Midwest Division. . . . **Alvin Eisenman**, director of the Graduate Program in Graphic Arts, Yale, was re-elected President of the American Institute of Graphic Arts. . . . **C. W. Pettegrew** becomes vice president at *Highlights for Children*. . . .

**Donald R. Makins** has been named advertising manager of Austin-Western, Construction Equipment Division of Baldwin-Lima-Hamilton Corporation. . . . **Laurence M. Aikens** has been appointed to the newly created post of Field Sales Manager at A. B. Dick Company. . . .

Fairchild Camera and Instruments has named **Richard Goldberg** as marketing manager for photographic instrumentation. . . . **Gilbert Carroll** named vice president of Herman Perl Associates. . . . **William A. Russell** has been appointed Vice President, Marketing for Miniature Precision Bearings, Inc. . . . **Jane M. Sarin** has been elected vice president of Eldridge, Inc., New Jersey ad agency. . . .

**J. Davis Danforth**, formerly executive vice president of BBD&O, has been named vice president of the Curtis Publishing Company. . . . **Michael Michaelson** et al have purchased Franklin Square Subscription Agency from Harper & Bros. . . . **Diane Levin Berry** has been named an account executive by Harshe-Rotman, Los Angeles PR firm. . . . **Donald C. Stiles** is the new general pur-

chasing agent for U.S. Envelope. . . . Stevens Associates, New York, announces the appointment of **Ralph Young** as sales placement manager. . . . **Lee Young-Gren** has joined Gerth, Brown, Clark & Elkus as an account executive. . . . Ditto **John E. Sutton** at BBD&O. . . . **Merlin D. Schultze** to market research manager for A. B. Dick. . . . **Mrs. Janet Sillen** is the first woman vice president to be named at the Institute for Motivational Research. . . . Change at S. Cupples Envelope sees **Murray A. Cunitz** as president and **Joseph Perrotti** as vice president and director. . . . **Michael Young** has been named Head of List Research at Ed Burnett, Inc. . . . **Joseph Rim** has been named market research manager for Solo Cup Company. . . . **Fred Messner** now with Young & Rubicam as account exec on the EnJay account. . . . **Thomas F. Asher** has been selected by the Mail Advertising Club of Chicago to receive the MAC scholarship grant for a second year. . . . **Leo J. La Fond** is the new advertising and sales promotion manager at Fremont Industries. . . . After a prolonged illness, **Mary Ellen Clancy**, president of the company bearing her name and 1959 winner of the MASA Merit Award, died on September 1st. . . . **Mitchell Winn** has joined the public relations staff of Gray & Rogers. . . . **Bass Dyer**, formerly advertising-sales promotion manager, has been promoted to vice president and general manager at Mail-Well Envelope. . . . **Robert D. Singer** has been named to the newly created post of Manager of Marketing Service by Lithoplate, Inc. . . . **H. Spencer Nilson**, formerly with Diner's Club, has joined American Savings & Loan Association as vice president of marketing. . . . **D. Gray Weaver** has joined Robert Conahay as vice president and director of technical copy. . . . **Morton Adler**, formerly president of Cassidy-Richlar, has been chosen to head the newly established West Coast sales office of O. E. McIntyre, Inc. . . . **Herb Gottschalk** is new account exec at Mohr & Eicoff. . . . **George Naylor**, formerly a field rep, has been appointed Director for the Department of Program Support at the American Foundation for the Blind. . . . **R. M. Schneider** and **J. H. Summers**, respectively p.r. director and his assistant, resigned recently from Brown & Bigelow. •



# Direct Mail Directory

LISTINGS ONE LINE PER ISSUE, \$24.00 PER YEAR. UNDER SPECIAL HEADINGS, \$30.00 PER YEAR

**AGENT ON EXCITING ATTENTION-GETTERS**  
Browne Manufacturing Co., 301 Broadway, New York 1, N. Y. (WO 2-0540)

**ADDRESSING**  
Creative Mailing Service, Inc., 480 N. Main, Freeport, N. Y. (FR 8-4830)  
**ADDRESSING AND MAILING**  
Automatic Mailing & Printing Service, Inc., 829 Newark Ave., Elizabeth, N.J. (FL 1-2211)

**MAILMASTERS, INC.**.....460 Northoff Place, Englewood, N. J. (LO 7-4911)  
Shore Direct Mail, Inc., 911 First Ave., Asbury Park, N. J. (GR 3-2063)

**ADDRESSING SCRIPTOMATIC**  
Jerome S. Fisman, 172 Scranton Ave., Lynbrook, L. I., N. Y. (LY 9-2703)

**ADDRESSING - TRADE**  
Belmar Typing Service, 217 111th St., Richmond Hill 19, N. Y. (VI 6-5322)  
Sae Lewis Addressing, 387 Schenectady Ave., Brooklyn 3, N. Y. (DI 2-4793)  
N & S Typing Service, 505 Fifth Ave., New York, N. Y. (MU 2-0326)

**ADVERTISING AGENCIES SPECIALIZING IN DIRECT MAIL**  
The Buckler Organization, 351 Fourth Ave., New York 10, N. Y. (NY 2-1455)  
Grant, Schenck, Baker, Inc., 350 N. Michigan Ave., Chicago 11, Ill. (WM 8-1033)

**ADVERTISING ART**  
A. A. Archbold, Publisher, 419 South Main St., Burbank, Calif. (TH 2-2793)  
Idea Art, 207 Fifth Ave., New York 10, N. Y. (MU 6-7270)  
Harry Volk, Jr. Art Studio, 315 Madison Ave., New York 17, N. Y. (NY 2-1455)

**AMERICAN ADVERTISING SPECIALTIES CO.**.....251 Rockaway Ave., Brooklyn 39, N. Y. (HY 6-7995)

**FINCH-LETTERING CO., INC.**.....395 East 68th St., New York 22, N. Y. (DE 4-4942)  
Gries Reproduction Corp., 125 Beechwood Ave., New Rochelle, N. Y. (NE 8-6600)  
B. H. Grasser, 180 Gold St., New York 38, N. Y. (TU 4-4399)

**ART AND DESIGN FOR DIRECT MAIL**  
Al Corbisa, Jr., 100 Fifth Ave., New York 11, N. Y. (OR 4-5740)

**AUTOMATIC TYPEWRITING**  
Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5496)  
Lison Letters, 351 Fourth Ave., New York 10, N. Y. (NY 2-1455)  
Reynolds, Reynolds & Reynolds, 351 Fourth Ave., New York 10, N. Y. (NY 2-1455)

**CHESTER MAILERS**  
Automatic Mailing & Printing Service, Inc., 829 Newark Ave., Elizabeth, N.J. (FL 1-2211)

**MAIL-O-MATIC**.....Route #46, Parsippany, N. J. (DE 4-4442)  
Mailing Service, Inc., 3017 27th St., Philadelphia 4, Pa. (EV 6-5100)

**COPYWRITERS (Free Lance)**  
Paul J. Brings, 279 Madison Ave., New York 17, N. Y. (MU 2-1455)  
Alfred G. Leach, 2344 Barbara St., Detroit 23, Mich. (TU 4-4399)  
Betsy Mathewson, 182 Cooper Ave., Upper Montclair, N. J. (PI 6-5355)  
Orville E. Reed, 180 N. State St., Howell, Mich. (Tel. 45)

**DIRECT ADVERTISING AND PROMOTION ART**  
The Palstra Service, 180 Fifth Ave., New York 11, N. Y. (OR 4-5740)

**DIRECT MAIL AGENCIES**  
"ad-mail" Publishers, 225 West 34th Street, New York 1, N. Y. (LA 4-9116)  
Ahrend Associates, Inc., 491 Madison Ave., New York 17, N. Y. (PL 1-0812)  
American Mail Advertising, Inc., 419 Newbury St., Boston 23, Mass. (MA 6-4300)

**AMERICAN MAIL ADVERTISING, INC.**.....419 Newbury St., Boston 23, Mass. (MA 6-4300)  
B. I. A. House, 30-32 Clifton St., London E C 2, Eng. (Telephone 4377)  
Leo F. Best Jr., 64 E. Jackson Blvd., Chicago 4, Ill. (LA 7-9187)  
The Buckler Organization, 351 Fourth Ave., New York 10, N. Y. (NY 2-1455)

**THE CONNOLLY ORGANIZATION, INC.**.....2400 Walnut St., Philadelphia 3, Pa. (DI 2-1455)  
Dickie-Raymond, Inc., 225 Park Ave., New York 17, N. Y. (MU 6-7270)  
Direct Mail Markets Co., Inc., 515 Madison Ave., New York 17, N. Y. (PL 1-0812)

**DIRECT MAIL SERVICE**  
2101 Monroe Drive, N. E., P.O. Box 13446, Atlanta 24, Ga. (TR 3-3221)  
The Creative Division of James Gray, Inc., 216 East 45th St., New York 17, N. Y. (MU 2-1455)

**JOHN M. LARD & CO.**.....171 Newbury St., Boston 18, Mass. (CO 7-9090)  
Lawrence G. Chait & Co., Inc., 375 Park Ave., New York 22, N. Y. (PL 1-7230)  
Harold Marshall Advertising Co., Inc., 171 Madison Ave., New York 16, N. Y. (MU 6-3632)

**MAXWELL BACKUS-FRANKLIN BRUCK, INC.**.....545 Madison Ave., New York 22, N. Y. (PL 1-2151)  
McCormick Armstrong, 1561 E. Douglas Ave., Wichita 1, Kans. (OK 3-4082)  
McVicker & Higginbotham, Inc., 11 West 42nd St., New York 36, N. Y. (EX 3-4082)

**MONOGRAM, INC.**.....315 Madison Ave., New York 22, N. Y. (PL 3-8974)  
R. L. Polk & Co., 431 Howard St., Detroit 31, Mich. (WO 1-9470)  
Reply-O-Letter Co., New York, Central Park West, New York 23, N. Y. (CI 5-8118)

**REPLY-O-LETTER CO., CHICAGO**.....694 No. Michigan Ave., Chicago 11, Ill. (MI 2-2838)  
Reply-O-Letter Co., Boston, 10 Post Office Square, Boston 9, Mass. (HA 6-1555)  
Reply-O-Letter Co., Cleveland, 1750 East 23rd St., Cleveland 1, Ohio (PR 1-8470)

**REPLY-O-LETTER CO., TORONTO, CANADA**.....57 Biltmore Ave., East, Toronto, Canada (HU 1-7201)  
Reply-O-Letter Co., Brisbane, Australia, 93 Alfred Street Valley, Brisbane, Australia (5-2151)

**REPLY-O-LETTER CO., B.R.A. HEUM, 26/32 Clifton St., London, E.C.2, England (BI 4377)**  
Responds Letter, 910 West Van Buren St., Chicago 7, Ill. (MO 6-0878)  
Responds Letter, (In N. Y. C., dial 211, ask for Enterprise 65301)

**THE ROBERT H. DOWNEY COMPANY**.....133 West 23rd St., New York 11, N. Y. (WA 9-3680)  
Sales Letters, Inc., 47 Fremont St., San Francisco 5, Calif. (SU 1-6564)  
The Smith Company, 2617 R. Broadway, Los Angeles 7, Calif. (HI 9-2966)

**THE ST. JOHN ASSOCIATES, INC.**.....70 West 45th St., New York 36, N. Y. (JU 2-3244)  
William Steiner Associates, Inc., 42 East 64th St., New York 21, N. Y. (TE 8-1335)  
Yasol Handler Advertising, Inc., 1 Gramercy Park, New York 3, N. Y. (OR 4-0400)

**DIRECT MAIL CREATORS AND PRODUCERS**  
Cabot-Letter, 910 West Van Buren St., Chicago 7, Ill. (MO 6-0878)  
Cabot-Letter, (In New York City, dial 211, ask for ENTERPRISE 65301)  
DMCP Associates, Inc. (Headquarters), 1814 Jefferson Ave., Toledo 2, Ohio (CH 4-8314, TWX TO 373 U)

**THE RYLANDER CO., INC.**.....375 Park Ave., New York 22, N. Y. (PL 1-7230)  
Lawrence G. Chait & Co., Inc., 375 Park Ave., New York 22, N. Y. (PL 1-7230)  
The Rylander Co., Inc., 218 W. Jackson Blvd., Chicago 11, Ill. (RA 6-4700)

**DIRECT MAIL EQUIPMENT**  
American Automatic Typewriter Co., 2525 N. Paulist Rd., Chicago 39, Ill. (HI 9-2966)  
Bell & Howell, Phillipsburg, 375 Park Ave., New York 22, N. Y. (PL 1-7230)  
B. H. Bunn Co., 7005 S. Vincennes Ave., Chicago 20, Ill. (HU 3-4453)

**CHESHIRE, INC.**.....1444 No. Honore St., Chicago 2, Ill. (NY 2-1455)  
T. W. & C. B. Sheridan, 220 Church St., New York 13, N. Y. (NY 2-1455)  
Foster-Walsh Company, Rochester 2, N. Y. (RO 2-1455)

**ELLIOTT INDUSTRIES, INC.**.....143 Albany St., Cambridge 39, Mass. (MA 6-7995)  
Feltner Tying Machine Co., 3551 N. 35th St., Milwaukee 16, Wis. (HI 5-7131)

**FRIEDMAN, INC.**.....2350 Washington Ave., San Leandro, Calif. (AL 4-0810)  
Hoyer, Inc., 1850 South Kostner St., Chicago 23, Ill. (CH 3-3442)  
International Business Machines, 345 Madison Ave., New York 22, N. Y. (NY 2-1455)

**MAILERS EQUIPMENT CO., INC.**.....60A West 15th St., New York 11, N. Y. (CH 3-3442)  
Pines-Hawes, Inc., 57 Walnut St., Stamford, Conn. (PT 8-3621)  
Scriptomatic, Inc., 330 N. 11th St., Philadelphia 7, Pa. (WA 2-1231)

**VARI-TYPE CORPORATION**.....720 Frelinghuysen Ave., Newark 12, N. J. (CH 3-3442)  
Chauncey Wing's Sons, 78 Pierce St., Greenfield, Mass. (MA 6-7995)  
**DIRECT MAIL SPECIALTIES**  
Let's Have Better Motions Again, Inc., 322 East Ninth Street, Cleveland 15, Ohio (SU 1-4229)

**DROP-SHIP NURSERY ITEMS**  
Miracle Bowl Corp., P.O. Box 258, Englewood, Colorado (SK 6-4237)  
**ELLIOTT STENCIL CUTTING**  
Universal Color Corp., 2122 East Ninth St., Cleveland 15, Ohio (SU 1-4229)

**ALICE BUSINESS SERVICE, INC.**.....32-15 33rd St., Long Island City 6, N. Y. (AS 8-4302)  
Creative Mailing Service, 480 N. Main St., Freeport, N. Y. (FR 8-4830)  
Elliot Addressing Machine Co., 117 Leonard St., New York 13, N. Y. (WA 5-1373)

**ENVELOPES**  
The American Paper Products Co., 2122 East Ninth St., Cleveland 15, Ohio (SU 1-4229)  
Envelope Terrace, Southern Blvd. at McClurg Rd., Youngstown, Ohio (SK 6-4545)

**ATLANTA ENVELOPE CO.**.....P.O. Box 1267, Atlanta 1, Ga. (TR 6-3686)  
Berlin & Jones Company, 601 West 26th St., New York 1, N. Y. (WA 4-4600)  
The Boston Envelope Co., 307 High St., Dedham, Mass. (FA 3-8700)

**BROTHARD & ASSOCIATES, INC.**.....2707 McKinney Ave., Dallas 1, Texas (TA 7-5637)  
Business Envelope Manufacturers, Inc., Pearl River, N. Y. (PL 3-0100)  
Columbia Envelope Co., 2018 N. Hawthorne Ave., Melrose Park, Ill. (PT 8-3621)

**CURTIS 1900, INC.**.....1900 University Ave., St. Paul 4, Minn. (TA 5-2700)  
Detroit Tullier Envelope Co., 2130 Howard St., Detroit 10, Mich. (TA 5-2700)  
Double Envelope Co., 3500 N. Rockwell St., Chicago 18, Ill. (CO 7-3000)

**GARDEN CITY ENVELOPE CO.**.....3901 N. Rockwell St., Chicago 18, Ill. (CO 7-3000)  
The Gray Envelope Mfg. Co., 59 3rd St., Brooklyn 22, N. Y. (ST 8-2900)  
Heck Envelope Co., 4500 Cortland St., Chicago 39, Ill. (CA 7-2400)

**L & H ENVELOPE CORP.**.....11-17 Beach Street, New York 13, N. Y. (WO 6-3533)  
Need Corporation, 11-17 Beach Street, New York 13, N. Y. (WO 6-3533)  
North Coast Envelope Manufacturing Corp., 2 Prince St., Brooklyn 1, N. Y. (JA 2-6161)

**ROCHESTER ENVELOPE CO., INC.**.....73 Clarissa St., Rochester 14, N. Y. (HA 6-2400)  
S. C. Cupples Envelope Co., Inc., 369 Furman St., Brooklyn 2, N. Y. (TR 6-3285)  
Specialty Envelope Co., 1224 West Eighth St., Cincinnati, Ohio (CH 1-3441)

**THE STANDARD ENVELOPE CO.**.....1600 East 30th St., Cleveland 14, Ohio (PR 1-3900)  
Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (GR 1-3800)  
Tension Envelope Corporation, 2 St. Louis 1; Minneapolis 1; Des Moines 1; Ft. Worth 1; Sales Offices—New York, Chicago and most cities east of Rockies

**TRANS ENVELOPE CO.**.....3542 N. Kimball Ave., Chicago 18, Ill. (IR 6-9014)  
Plants in New York, Chicago, Los Angeles—Offices in All Principal Cities  
United States Envelope Co., Springfield 2, Massachusetts (RE 6-7211)

**SALES OFFICES**.....221 N. LaSalle Street, Chicago, Illinois (CE 6-5501)  
Worcester 2, Mass.; Springfield 2, Mass.; Rockville, Conn.; Metuchen, N. J.; Indianapolis 6, Indiana; Waukegan, Ill.; Atlanta, Georgia; Dallas 20, Texas; San Francisco, Calif.; Los Angeles 23, Calif.

**WOLF DETROIT ENVELOPE CO.**.....14700 Dexter Blvd., Detroit 33, Mich. (DI 1-2221)  
**ENVELOPE SPECIALTIES**  
Curtis 1900 Inc., 1900 University Ave., St. Paul 4, Minn. (JA 2-6161)

**GARDEN CITY ENVELOPE CO.**.....3901 N. Rockwell St., Chicago 18, Ill. (CO 7-3000)  
Heck Envelope Co., 4500 Cortland St., Chicago 39, Ill. (CA 7-2400)  
L & H Envelope Corp., 11-17 Beach Street, New York 13, N. Y. (WO 6-3533)

**NORTH COAST ENVELOPE MANUFACTURING CORP.**.....2 Prince St., Brooklyn 1, N. Y. (JA 2-6161)  
Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (GR 1-3800)  
The Sawdon Company, Inc., 480 Lexington Ave., New York 17, N. Y. (TU 8-5855)

**THE WOLF ENVELOPE CO.**.....1750 E. 23rd St., Cleveland 1, Ohio (PR 1-8470)  
**FOREIGN MAILINGS**  
City Service, Stadelhofenstrasse 28, Zurich 1, Switzerland

**DEUTERUT N. V.**.....Willemsparkweg 112, Amsterdam, Holland  
Dillon-Agnew Associates, 60 Madison Ave., New York 17, N. Y. (MU 8-6500)  
Letters U.S.A., Inc., 1168 Sixth Ave., New York 20, N. Y. (CO 7-3200)

**CARAGAL ASSOCIATES**.....Austria March, 8 Barcelona, 10 Spain  
Robb Holland Limited, 88/88A Acre Lane, London, England, S.W. 2  
C. F. Sandberg Direct Mail A/S, Haldenhus 8, Oslo, Norway

**GOLF BALLS—IMPORTED**  
Golf Ball Advertising Co., P.O. Box 4332, Philadelphia 18, Pennsylvania (PE 6-9010)  
**GUMMED STAMPS—LITHOGRAPHED AND PERFORATED**  
Eureka Specialty Printing Co., 530 Electric St., Scranton 9, Pa. (DI 6-4511)

**FLEMING-POTTER CO., INC.**.....1270 Broadway, New York 1, N. Y. (LO 5-3250)  
Fleming-Potter Co., Inc., 185 N. Wabash, Chicago 1, Ill. (ST 2-4927)  
**INSERTING SERVICE—AUTOMATIC MACHINE**  
Advertising Distributors of America, Inc., 4444 Cass Ave., Detroit 1, Mich. (TE 8-0590)

**ADVERTISING DISTRIBUTORS OF AMERICA, INC.**.....New York  
25 machines, 400 Madison Ave., New York 17, N. Y. (MU 8-6500)  
Automatic Mailing & Printing Service, Inc., 829 Newark Ave., Elizabeth, N.J. (FL 1-2211)

**BONDED MAILINGS INC. NATIONWIDE**.....754 4th Ave., Brooklyn 32, N. Y. (SO 8-4819)  
Circulation Associates, 1745 Broadway, New York, N. Y. (JU 2-6170)  
Clark-Neill, Inc., 1 Broad Ave., Fairview, N. J. (WT 5-5400)

**CREATIVE MAILING SERVICE**.....480 North Main St., Freeport, N. Y. (FR 8-4830)  
Duffy Electronic Mailers, 918 N. 4th St., Milwaukee 3, Wis. (BR 3-7852)  
Decision Inc., 4018 Red Bank Rd., Cincinnati 27, Ohio (BR 1-3200)

**LEONARDE MAILING SERVICE**.....417 R. Jefferson St., Chicago 7, Ill. (MA 6-7995)  
Mailmasters, Inc., 400 Northoff Place, Englewood, N. J. (LO 7-4911)  
Mailing Service, Inc., 4017 Ludlow Street, Philadelphia 4, Pa. (EV 6-5100)

**MAILINGS INCORPORATED**.....85 West 13th St., New York 11, N. Y. (WA 9-5188)  
Shore Direct Mail, Inc., 911 First Ave., Asbury Park, N. J. (GR 3-2063)  
Western Empire Direct Adv. Co., 612 Howard St., San Francisco 5, Calif. (GA 1-8500)

**LABEL AFFIXING WITH AUTOMATIC MACHINES**  
Advertising Distributors of America, Inc., 4444 Cass Ave., Detroit 1, Mich. (TE 8-0590)  
Mailing Incorporated, 58 West 13th St., New York 11, N. Y. (WA 9-5188)

**EUREKA SPECIALTY PRINTING CO.**.....530 Electric St., Scranton 9, Pa. (DI 6-4511)  
**LABEL PASTING**  
Puterlin Machine Co., 231 North St., Teterboro, N. J. (AT 8-1941)

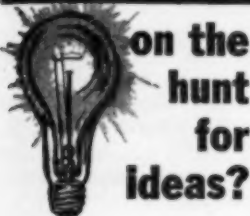
**BONDED MAILINGS, INC.—NATIONWIDE**.....754 4th Ave., Brooklyn 32, N. Y. (SO 8-4819)  
**LABELS**  
Allen Hollander and Co., Inc., 385 Gerard Ave., New York 51, N. Y. (MO 8-1818)

**DENNISON MFG. CO.**.....Franklin, Mass. (TH 3-3511)  
Fryer Ready Label Corp., 35 Cortland St., Bellville 9, N. J. (PT 8-5500)  
Fenny Label Company, 9 Murray St., New York 7, N. Y. (BA 7-7771)

**LETTER GADGETS**  
Hewig Co., 45 West 45th St., New York 36, N. Y. (JU 2-2186)  
Robert Straub & Co., 347 South Dearborn St., Chicago 5, Ill. (WA 2-1831)

**LETTERHEADS**  
Arthur Thompson & Company, 100 Market Place, Baltimore 2, Md. (PL 2-4806)  
**MAIL ADVERTISING SERVICES (Letterheads)**  
BELLMORE, NEW YORK  
Amherst-Mail Advertising Co., 2808 Bellmore Ave., Bellmore, N. Y. (CA 1-3300)

**BROOKLYN**  
Valco Reproduction & Mailing Service, Inc., 1715 Ave. Z, Brooklyn 35, N. Y. (TW 1-4480)



Find the product or service you need help in, have your girl type a simple letter asking for samples and literature from all names under a specific heading. These producers and suppliers will be glad to contact you by return mail.



**CHICAGO**  
Doolittle & Company, Inc. .... 320 N. Dearborn St. (10) (SU 7-1722)

**CLEVELAND**  
Cleveland Letter Service, Inc. .... 740 W. Superior Ave. (13) (SU 1-8390)  
Robert Silverman, Inc. .... 1270 Ontario St. (13) (CH 1-6375)

**DETROIT**  
Advertising Distributors of America, Inc. .... 4444 Cass Ave. (1) (TE 3-0500)  
Advertising Letter Service .... 2390 Jefferson East (7) (LA 7-9183)  
National Mailing Corp. .... 6291 Grand River Ave. (8) (TY 8-2611)  
H. L. Polk & Co. .... 421 Howard St. (31) (WO 1-9470)

**ELIZABETH, NEW JERSEY**  
Automatic Mailing & Printing Service, Inc. .... 829 Newark Ave., Elizabeth, N.J. (PL 1-2211)

**HOUSTON, TEXAS**  
Premier Printing and Letter Service .... 2120 McKinney Ave. (CA 4-6176)

**LOS ANGELES**  
Krupp's Adv. Mailing Serv. .... 2390 W. Pico Blvd. (4) (DU 5-4221)  
The Mailing House .... 1019 N. Madison Ave., Los Angeles 29, Calif. (NO 5-4271)

**MIAMI, FLORIDA**  
Ace Letter Service Co. .... 5900 N.E. 1st Ave. (FL 7-4577)

**NEW ORLEANS, LA.**  
Monahan Bros., Inc. .... 535 Gravier St. (524-8248)

**NEW YORK CITY**  
Advertisers Mailing Service, Inc. .... 45 West 18th St., New York, N.Y. (AL 5-4500)  
Chase Direct Mail Service Corporation .... 305 East 45th St., New York (OR 9-3160)  
Circulation Associates .... 1745 Broadway, New York, N.Y. (JU 6-3530)  
Latham Process Corporation .... 200 Hudson St., New York 13, N.Y. (WO 6-3230)  
Mailings Incorporated .... 55 West 19th St., New York 11, N.Y. (WA 9-5188)  
Mailgraph Company, Inc. .... 39 Water St., New York 4, N.Y. (BO 9-7777)  
Mary Ellen Clancy Co. .... 250 Park Ave., New York 17, N.Y. (YU 6-7833)  
The St. John Associates, Inc. .... 75 West 45th St., New York 36, N.Y. (JU 2-5344)

**NEWARK, N.J.**  
Shipman Mailing Service .... 550 High St., Newark 2, N.J. (MI 2-0170)

**PHILADELPHIA**  
The Connelly Organization, Inc. .... 2400 Walnut St., Philadelphia 3, Pa.  
Woodington Mail Advertising Serv. .... 1304 Arch St. (7) (LO 3-1840)

**PITTSBURGH**  
Advertisers Associates, Inc. .... 1027 Penn Ave. (AT 1-6144)

**ROCHESTER, NEW YORK**  
Ayer & Streib .... 15 South Ave. (BA 5-8340)

**ST. LOUIS**  
The Smith Company .... 67 Beale St. (SU 1-6344)

**WESTFIELD, NEW JERSEY**  
United County Printing & Mailing Service .... 223 North Ave. (AD 3-8302)

**ACCREDITED MAILING LISTS - BROKERS**  
Accredited Mailing Lists, Inc. .... 10 East 39th St., New York 16, N.Y. (MU 3-1250)  
Archer-Bennett List Service, Inc. .... 140 West 55th St., New York 19, N.Y. (JU 6-3768)  
George Bryant & Staff .... 71 Grand Ave., Englewood, N.J. (LO 7-3200)  
The Coolidge Co., Inc. .... 11 West 42nd St., New York 35, N.Y. (OX 3-3235)  
Dependable Mailing Lists, Inc. .... 381 4th Ave., New York 16, N.Y. (OR 9-7160)  
Direct Mail Markets Company, Inc. .... 315 Madison Ave., New York 22, N.Y. (PL 9-8113)

Walter Drey, Inc. .... 257 Park Ave. South, New York 10, N.Y. (OR 4-7041)  
Gould Co. .... 160 Engle St., Englewood, N.J. (BR 9-0461)  
Walter Karl, Inc. .... Armonk, N.Y. (FA 4-3336)  
Lewis Kleid, Inc. .... 29 West 46th St., New York 36, N.Y. (JU 2-0830)  
Ell Kages .... 429 Main St., Webster, Mass. (943-2780)  
Cell Levine Screened Mailing Lists

Wills Madden, Inc. .... 213 4th Ave., New York 19, N.Y. (SP 7-7400)  
Moely Mail Order List Service, Inc. .... 35 Newbury St., Boston 16, Mass. (CO 6-3380)

Names in the Now .... 45 West 18th St., New York 11, N.Y. (CH 2-3618)  
Names Unlimited, Inc. .... 353 Park Ave., South, New York 10, N.Y. (MU 6-3454)  
People in Places, Inc. .... 41 Fifth Ave., New York 3, N.Y. (GR 7-3774)  
Planned Circulation .... 19 West 44th St., New York 36, N.Y. (MU 7-4138)

Richard Buehrer Associates, Inc. .... 10 L. Natwick  
136 West 52nd St., New York 19, N.Y. (CI 6-2662)  
The Roskam Company .... P. O. Box 555, Kansas City 41, Mo. (TA 2-1841)  
C. H. "Hank" Ruby & Co., Inc. .... 257 West 51st St., New York 19, N.Y. (JU 6-5315)  
Sanford Evans & Co., Ltd. .... 45 Research Rd., Toronto 17, Ontario, Can.  
Wm. Strub, Inc. .... 569-590 54th St., West New York, N.J. (UN 1-4800)  
James E. True Associates, Inc. .... 419 Park Ave. South, New York, N.Y. (MU 9-0050)

**CROSS REFERENCE - BY SUBJECT**  
FOR LIST SOURCE, COMPARE NAME IN PARENTHESIS WITH LISTING ABOVE OR COMPILE LISTS & OWNERS

Business by Ratings, Executive, Professional Lists (Ed Burnett Inc.)  
Direct Mail Users .... above 38,000 (Reporter of DM)  
Financial Lists .... (E-Z Addressing Service)  
Mail Order Lists .... (The Roskam Company)  
Opportunity Seekers and Start in Business .... 290,000 (William Strub, Jr.)

**MAILING LISTS - COMPILERS & OWNERS**  
Active Mail Order List Co. .... 241 Lafayette St., New York 12, N.Y. (WA 5-2450)  
Abbott National Mail Service, Inc. .... 41-28 Queens Blvd., Long Island City 4, N.Y. (ST 6-1088)

Bookbuyers Lists, Inc. .... 365 Broadway, New York 12, N.Y. (WO 4-5871)  
Buckley-Dement .... 555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3882)  
Ed Burnett, Inc. .... 156 Fifth Ave., New York 10, N.Y. (AL 5-9650)  
Clergy Lists, Inc. .... 1 Broad Ave., Fairview, N.J. (WH 5-3400)  
Creative Mailing Service .... 490 N. Main St., Freeport, N.Y. (FX 8-4800)  
Directory of Associations, Gale Research Co. .... 3414 Book Bldg., Detroit 26, Mich. (WO 1-2242)

Walter Drey, Inc. .... 333 N. Michigan Ave., Chicago 1, Ill. (PI 6-7453)  
Walter Drey, Inc. .... 257 Park Ave. South, New York 10, N.Y. (OR 4-7041)  
Dunhill International List Co., Inc. .... 444 Park Ave. South, New York 16, N.Y. (MU 6-3700)

E-Z Addressing Serv. .... 63 Washington St., New York 6, N.Y. (HA 2-9402)  
Fawcett Publications .... 29 E. 22nd St., New York, N.Y. (OR 4-6420)  
Fritz S. Hoffheimer .... 429 Main St., Webster, Mass. (943-2780)  
Industrial List Bureau .... 1027 Mayers Road, Detroit 35, Mich. (UN 2-5811)  
Industrial Machinery News .... 5270 East 18th St., Brooklyn 35, N.Y. (SH 3-5236)  
Mailing List Compilation Bureau .... 10541 Chandler Blvd., N. Hollywood, Calif. (TR 7-5384)

Occupant Mailing Lists of America .... 230 North 4th St., Columbus, Ohio  
Official Catholic Directory .... New York 6, N.Y. (BA 7-2900)  
R. L. Polk & Co. .... Howard St., Detroit 31, Mich. (WO 1-9470)  
Professional Accountants Lists .... 130 Liberty St., New York 6, N.Y. (BA 7-9080)  
R. L. Rasmitt .... 5410 Channing Blvd., N. Hollywood, Calif. (PO 6-9508)  
Raymond-Love Associates, Inc. .... 92 Broadway, New York 4, N.Y. (WH 4-4487)  
Reporter of Direct Mail Adv. .... 224 7th St., Garden City, N.Y. (PI 6-1837)  
Research Projects, Inc. .... 404 Park Ave. S., New York 16, N.Y. (JU 2-0830)  
Sistemas Postales, Editicio Imperial Oficina .... 94-95 Plaza Candelaria, Caracas, Venezuela

Special Correspondents .... 230 East Ohio St., Chicago 11, Ill.  
Speed Address Kraus Company .... 48-01 42nd St., Long Island City 4, N.Y. (RT 4-5922)

Stephens Distributing Co. .... P. O. Box 1434, Atlanta 1, Ga.  
William Strub, Jr. .... 568-570 54th St., West New York, N.J. (UN 1-4800)  
W. B. Watson Corporation .... 39 Halsey Ave., Freeport, N.Y. (FR 8-3712)  
W. B. Fenton, Inc. .... 44 Hensel St., Englewood, N.J. (LO 9-5200)  
Zeller and Letica, Inc. .... 15 East 26th St., New York 38, N.Y. (MU 5-8278)

**MAIL ORDER CONSULTANT**  
Arthur W. Bandman .... 1 Main St., Roslyn, L.I., N.Y. (MA 1-7090)  
Direct Mail Markets Company, Inc. .... 515 Madison Ave., N.Y. 22, N.Y. (PL 9-8113)  
Herbert L. Kellner & Associates .... 131 S. Wabash Ave., Chicago 3, Ill. (AN 3-7445)  
John A. Smith .... 212 So. Myrtle Ave., Clearwater, Fla. (446-7873)  
Lawrence G. Chait & Co., Inc. .... 375 Park Ave., New York 22, N.Y. (PL 1-7220)  
William Roschub & Staff .... 8254 N. Broadway, Chicago 40, Ill. (RO 1-6210)

**MANAGEMENT MARKETING-MAIL ORDER CONSULTANT**  
Lawrence G. Chait & Co., Inc. .... 375 Park Ave., New York 22, N.Y. (PL 1-7220)

**MANUFACTURERS-ADDRESSING MACHINES & ACCESSORIES**  
Pollard-Ailing Mfg. Co. .... 220 W. 19th St., New York 11, N.Y. (CH 3-0007)

**MULTIGRAPH SUPPLIES**  
Chicago Ink Ribbon Co. .... 19 S. Wells St., Chicago 6, Ill. (ST 2-7900)

**OCCUPANT MAILING LISTS-LOCAL & NATIONAL**  
Advertising Distributors of America, Inc. .... 4444 Cass Ave., Detroit 1, Mich. (TE 3-0500)

Advertising Distributors of America, Inc. .... 4444 Cass Ave., Detroit 1, Mich. (TE 3-0500)  
New York .... 490 Madison Ave., New York 17, N.Y. (MU 6-4500)  
Occupant Mailing Lists of America .... 239 North 4th St., Columbus, Ohio  
Western Empire Direct Adv. Co. .... 612 Howard St., Bangor, Me. (2-3223)  
Western Empire Direct Adv. Co. .... 1417 Georgia St., Los Angeles 18, Calif. (PI 8-2351)

**PAPER MANUFACTURERS**  
Allied Paper Mills .... 1005 Lake St., Kalamazoo, Mich.  
American Writing Paper Corp. .... Holyoke, Mass.  
Appleton Coated Paper Co. .... 835 E. Wisconsin Ave., Appleton, Wis. (RE 4-9841)  
Bergstrom Paper Company .... Neenah, Wis.  
Eastern Fine Paper and Pulp Div., Standard Packaging Corp., Bangor, Me. (2-3223)  
Ecusta Paper Division, Olin Mathliessen Chem. Corp. .... Pisgah Forest, N.C.  
Finch, Pruyn & Co., Inc. .... Glens Falls, N.Y.  
Hammermill Paper Company .... Erie, Pennsylvania (UI 8-8111)  
Howard Paper Mills .... 115 Columbia St., Dayton 7, Ohio  
International Paper Co. .... New York 17, N.Y. (MU 2-7500)  
Kimberly-Clark Corporation .... Neenah, Wis. (PA 3-3311)  
Mead Corporation .... Dayton, Ohio  
Nekoosa-Edwards Paper Co. .... Port Edwards, Wis. (Tel: 8111)  
New York & Pennsylvania Co. .... 425 Park Ave., New York 17, N.Y. (PL 1-4250)  
Peninsular Paper Co. .... Ypsilanti, Mich.  
Rex Paper Co. .... Kalamazoo, Mich. (FI 2-0111)  
Rising Paper Co. .... Housatonic, Mass. (HO 47)  
S. D. Warren Company .... 39 Broad St., Boston 1, Mass.  
Sorg Paper Company .... Middletown, Ohio

**PHOTO ENGRAVERS**  
Horan Engraving Co., Inc. .... 44 West 28th St., New York 1, N.Y. (MU 9-8585)

**PHOTO STAMPS & TIPS-ONS**  
Grogan Photo Company .... Dept. T. N., Danville, Ill. (HI 6-0828)

**POST CARDS**  
Colourpicture Publishers, Inc. .... 390 Newbury St., Boston 15, Mass.  
CURTECHCOLOR 3-D by Curt Teich & Co., Inc. .... 1758 W. Irving Park Road, Chicago 13, Ill. (BU 1-6000)  
Dexter Press, Inc. .... 32 E. Wesley St., West Nyack, N.Y. (EL 4-6400)  
Grogan Photo Company .... 1105 N. Main St., Danville, Ill. (HI 6-0828)

**PRINTERS-LETTERPRESS & LITHOGRAPHY**  
Carey Press Corporation .... 400 West 31st St., New York 1, N.Y. (CH 4-1000)  
Color-tone Press .... 2412 17th St., Washington 9, D.C. (DU 7-4800)  
Goss Lithographing Company .... 43 West 61st St., Chicago 21, Ill.  
New Printing Company, Inc. .... 32 E. Wesley St., West Nyack, N.Y. (HU 8-0500)  
Runkle, Thompson & Kovats, Inc. .... 430 West Lake St., Chicago 6, Ill.  
Offset Reproductions, Inc. .... 34 Hubert St., New York 13, N.Y. (WA 5-1196)

**SALES AND MERCHANDISING CONSULTANT**  
Lawrence G. Chait & Co., Inc. .... 375 Park Ave., New York 22, N.Y. (PL 1-7220)  
Ralph T. Curtis .... 903 E. Powell Ave., Evansville 13, Ind. (ST 2-3794)

**STENCIL CUTTING AND LIST MAINTENANCE**  
Advertising Distributors of America, Inc. .... 4444 Cass Ave., Detroit 1, Mich. (TE 3-0500)  
Circulation Associates .... 1745 Broadway, New York, N.Y. (JU 6-3530)

**SUBSCRIPTION FULFILLMENT SERVICE**  
Circulation Associates .... 1745 Broadway, New York, N.Y. (JU 6-3530)  
Globe Fulfillment Corporation .... 125 W. 34th St., New York 11, N.Y. (OR 4-6000)

**SYNDICATED HOUSE MAGAZINES**  
The William Feather Co. .... 9900 Clinton Rd., Cleveland 9, Ohio (AT 1-4122)  
The Henry F. Henrichs Publications, The House of Sunshine  
State & 4th St., Litchfield, Ill. (206)

**TRADE ASSOCIATIONS**  
Association of First Class Mailers .... 309 LaSalle Building, 1028 Connecticut Ave., N.W., Washington 6, D.C.  
Associated Third Class Mailers .... 100 Indiana Ave., N.W., Washington 1, D.C. (Ma 8-2447)  
Direct Mail Advertising Assn. .... 230 Park Ave., New York 17, N.Y. (MU 8-7388)  
MASA International .... 622 5th St., N.W., Washington 1, D.C. (DI 7-8638)  
National Council of Mailing List Brokers .... 55 West 42nd St., New York 36, N.Y. (PC 6-0615)  
Parcel Post Association .... 1013 Woodward Building, Washington 5, D.C.

**VIEWERS (FOLDING) AND COLOR SLIDES**  
Stereos-Magniscope, Inc., photographic .... 40-31 81st St., Elmhurst 73, N.Y. (DY 5-0027)  
Taylor-Merchant Corp. .... 48 W. 48th St., New York 36, N.Y. (PL 7-7700)

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*Creative Mailing Service, Inc.*  
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# Frontporch Scuttlebutt

*the gist of conversations about this and that  
with visitors to the Editor*

**WHAT'S WRONG WITH BUSINESS?** One thing wrong is . . . too many businessmen don't give a damn about answering letters or don't care about how inquiries are handled in their offices. I've seen so many distressing examples. If we printed the names in some of the cases, we might get sued for holding the culprits up to ridicule. But for a non-personalized experience, hear this: A friend of ours thought he would like to buy a rather unusual desk tool to give to important customers. On April 17, 1961, he wrote to a manufacturer of these tools that he would like to buy a number with his advertising imprint on each piece. April went by, then May, June and July. No word about the inquiry. Finally, a letter dated August 17 arrived, addressed to our friend. It read: "At this time we are now able to reply to your letter of April 6, 1961. Please be advised that the cost of blank blank would be \$7.70 per dozen, plus \$10.00 imprinting charge. The imprinting would have to be done on the top of the blank blank rather than on the side as referred to in your letter. If you should need any further information, please feel free to write to us, and we assure you that all correspondence will be taken care of immediately." The signature at the bottom was evidently signed by the big-shot's secretary, since she placed her initials right under the signature. This type of businessman should be classed as a juvenile delinquent who hasn't grown up.

**HAVE YOU HEARD** about the direct mail campaign to combat juvenile delinquency which was originated (so it's claimed) in Dover, Delaware? A veteran police officer originated this plan about two years ago. This is how it works: If a child or teenager is observed in what police regard as a potentially dangerous situation, a personal letter is sent to the child's parents and signed by the chief of police. The situations considered dangerous include hitch-hiking, truancy, accompanying a reckless driver, parking on a lonely road, and even playing in a busy street. More than 1,500 of such letters have been sent out in Dover, Del., during the past two years. They are now being mailed in plain white envelopes because guilty children, knowing they might be reported, were intercepting the police letters. The letters are courteous, kind, but forcefully put over the idea that the police are trying to prevent future trouble for the parents as well as the children. Very few parents have objected, and in some of the cases of objections, the children have backed up the police rather than their parents. We understand that several other cities and states are enthused about the Dover plan and are considering adopting it.

The reason we received the Dover clipping is that one of our followers remembered an item in Scuttlebutt several years ago about the plan Maxwell Sackheim submitted to the governors of the (then) 48 states. He heard from all the governors, but no one ever did anything about it and the idea was finally dropped. But Max had a great idea for lessening highway accidents. His plan was for the sheriffs in each area to appoint thoroughly reliable citizens who had never had an accident to act as spotters of reckless drivers. They were to be supplied with post cards to be mailed to the sheriff's office. On it the

spotter would check the charge and the license number. As the cards came in they would be filed by license number and no action would be taken on minor cases unless three or four or more of similar charges appeared in the file. Then the driver would be investigated or watched. There were some objections that it was too much like a vigilante plan . . . but basically, if the plan got started, the reckless drivers would soon learn that they would be reported and watched by the police.

We believe that direct mail could be used to reduce juvenile delinquency, reckless driving and highway accidents. We intend to suggest to our local sheriff that he try to arrange to invite Maxwell Sackheim and the Dover (Del.) police chief to tell about their ideas at the next annual meeting of the Sheriffs Association.

**FOR SOME REASON OR OTHER** my blood pressure seems to go up every time I see an envelope in the mail with a postage meter imprint reading 1¢ and at the far left the wording, "Nonprofit org. ad'l ¼¢ pd." I know my friends in the social service field do not like my criticism of the low rate for non-profit organizations. I still think it was a political immorality to exempt the religious, fraternal, union, etc., organizations from increases in the third-class rate of postage. It was done to get the powerful lobbying groups off the necks of the legislators. There is no logical, moral reason why there should be two separate classes of third-class mail users. There is no sensible reason why people asking for donations should enjoy a lower postage rate than the people who are being asked to donate funds.

**ANOTHER CAUSE** for high blood pressure . . . when I see an envelope from a mass circulation publisher offering an amazing, positively roguish price of one-half off for a year's subscription. I know it's an old story . . . the magazine circulation fellows claim that these reduced offers help in getting new subscriptions which can later on be converted to full-price subscriptions. But what do you think happens in the mind of a Congressman when he sees one of these envelopes or reads about the half-price offers? He is being pressured by the publishers' lobby not to raise second-class rates, but if the publisher can afford to give a reduction of \$3 a year on a \$6 subscription, why can't that same publisher afford a teeny-weeny raise in second-class postage rates which might cost him a half-buck a year? Even a dollar might not hurt too much. The numbers game is the culprit. Most of the mass magazines are fighting for big, big, bigger circulation.

**THE FIRST ISSUE** of *Show Business Illustrated* was a tremendous job, according to my way of thinking. I was on Vic Lownes' mailing list for all the advance promotion on advertising and circulation. It was a bangup promotional job, running over a period of nearly six months. The result in number of pages sold was a testimonial to how advertisers and the general public feel about the publisher. Some of us scuttlebutters were a little annoyed at the reviews given to the new publication by



*Time* magazine and *Newsweek*. Struck us that the reviews were written in a petulant mood. Some of the observations were schoolboy-ishly immature. Could it be a question of sour grapes? Were these oldtimers annoyed at the beautiful selling job put on by the new entry into publishing ranks? It is always wise to remember . . . sell the advantages and merits of your own product . . . and don't knock the other fellow.

**WONDER WHY** another publisher thought it wise to start an additional *Show Business* publication in the same year *Show Business Illustrated* was introduced. A striking direct mail campaign has been conducted to get subscriptions for *Show*. The New York office is 140 E. 57th St., New York 22, N.Y. Subscription office is: P.O. Box 57, Philadelphia 5, Pa. It will be a monthly at \$1 per copy. Charter subscribers are getting it at \$10 per year. Haven't seen the magazine yet, but the subscription campaign has been spectacular direct mail.

**REMEMBER THE FELLOW** who manufactures replicas of Ben Franklin's one-handed clock . . . Allen Joe Park, 205 Taft Highway, Signal Mountain, Tenn.? Joe



has come up with another oddity. This one ought to make an ideal present for someone who has everything, or who has nothing . . . except curiosity. The contraption shown here (left) is being sold at the modest price of \$3. It accomplishes absolutely nothing. The idea

is you pull back one of the brass balls and let it swing.

Gradually, the other two balls start to swing; one of them will stop at dead center and then resume the swinging. According to Joe, the funny reactions are caused by the transfer of kinetic energy along the string from one weight to another; the counter force of one against two, and a host of actions and counter actions found in physics books on dynamics. Might be a good gadget for copywriters to keep on their desks; start the balls swinging and don't do any writing until the balls stop. During the long interval, you should have time to think through the whole problem.

**OUR FIRST CHRISTMAS MESSAGE** of 1961 was received early in August. Something besides the timing is worth mentioning. The message came in the form of a four-page printed letter from Gladys Gilliam Spencer and was mailed by Gladys and her husband, Ray, from Hong Kong, China. Letter was headed "The Story of Our Miracle." Many people will remember Gladys from past MASA and DMAA conventions. She was prominent in the mail advertising service business in Boston for many years. Her wonderfully written letter recounted how she and Ray had been traveling all over the world during the past couple years, trying to help Ray recover from a heart condition. Most of the letter was just interesting reporting of personal happenings around the world. But the climax came in Hong Kong when a Chinese friend introduced them to her doctor, who had a widespread reputation for causing cures considered impossible. This Chinese herb doctor, through an interpreter, started treating Ray, and within a few weeks he had bounced back on his feet. He is feeling fine and is even taking Chinese boxing lessons and hot spring baths in order to make the recovery complete.

The miracle message closed by giving the information

that Gladys and Ray have bought a new cooperative apartment at the Point View Apartments, 1430 S. Bayshore Drive, Miami, Fla., and are moving in toward the middle of December. They know they'll be too busy getting settled, so decided to send their Christmas greeting with its good news from Hong Kong in July of 1961. More people should take time to send interesting, lengthy personal reports to their friends. It may not be necessary, but you never can tell how some troubled soul will be perked up by your thoughtfulness. Try it.

**A DEEP BOW** to the city of Atlanta . . . for the way it handled its integration crisis. The elected officials and the police department showed the world how men of good will should act. In spite of the radical editorialists who think the South is being crucified by northern dogooders . . . Atlanta showed that the law of the land comes first. We thought the majority of newspapers handled the situation magnificently. There should be some special award for NBC's Atlanta TV reporter, Ray Moore, for his sentimental description of the city he loves. Atlanta has always been a great city. It is now greater. (Dallas followed suit a few days later in praiseworthy fashion.)

**SOMETIMES WE HAVE CRITICIZED** our friend, Charlotte Montgomery, for unwise remarks about direct mail. She has been a perennial columnist on the women's viewpoint of advertising. This time we can agree with Charlotte 100% for the following comments under the subtitle, "No Cause for Celebration." This appeared in the August 1961 issue of *Good Housekeeping*:

Here and there I note plans for continuing the centennial "celebration" of the Civil War on through 1964. I hope it doesn't happen.

The Civil War split our country. In view of how urgently we need unity today, what is to be gained by dwelling on an event which once divided us and whose memory still does? Men who were brave a hundred years ago gain nothing through a re-enactment of the battles they fought; the brutal elements of war grow no less inglorious.

Let's leave the Civil War to history and concentrate on becoming more mature, responsible and forward-looking. It is the possibility that we may live to see another war that should concern us, rather than reliving a tragic family quarrel.

Charlotte Montgomery is right. We have enough troubles without getting involved in the squabbles of 100 years ago. Day by day, we are all living on the edge of a volcano of catastrophe. Our enemies are crude, blustering bullies. They are not men of good will. They don't think in terms of good will. So it's up to all of us to think in terms of good will and try to avoid serious arguments within our own ranks. That's why I have always recommended to anyone trying to write good direct mail that they should read everything possible on all sides of any question and not be too intolerant of the other fellow's point of view. If war can be avoided, then it seems to be the consensus of economists that our country is in for the greatest boom in its history . . . that our new foreign policy will turn this country into a beehive of activity. Thinking about it strongly may help to make those predictions come true.

**BY THE TIME** this issue hits the desks, many of you will be preparing to attend the New York DMAA convention. Hope you'll learn a lot and

Have fun too,

*Phyllis Hoke*

3 Bluff View Drive  
Clearwater, Florida  
Telephone: 584-3848





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coincidence

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[THE CASE OF THE  
HIGHLY CONFIDENTIAL  
MEMBERSHIP LIST]



■ A large "membership card" discount department store had asked Daleo Mail-Vertising to bid on a monthly mailing of 60,000 48-page booklets. The client, however, did not want to release their "highly confidential" membership list plates from their main office at another location. The Daleo firm suggested a simple solution . . . and won the contract. A label tape strip could be preprinted from the master plates at the client's main office, and then delivered to Daleo. The booklets could then be labeled on a Cheshire Labeling Machine at the Daleo plant. With the high-speed Cheshire equipment, the entire mailing would require only a few hours to process. **Write for the intriguing report of this Daleo Mail-Vertising project.** Case history includes the various solutions which were considered, and the specific economies which resulted from use of Cheshire equipment.



"Membership card" booklets being labeled at high speeds on Cheshire Model E machine at Daleo Mail-Vertising, San Diego.

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